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ABSTRACT

Papers on library services and programs for the blind and visually handicapped which were presented at the 1985 International Federation of Library Associations (IFLA) conference include: (1) "Copyright and Library Material for the Blind" (Elizabeth Twining, United Kingdom); (2) "Postal and Customs Regulations and Library Material for the Blind" (William C. Byrne, Australia); (3) "Commercial Large Print--The International Scene" (Bruce E. Massis, United States); (4) "Foreign Language Program: National Library Service for the Blind and Physically Handicapped, Library of Congress" (James R. Herndon, United States); (5) "Bibliographic Control of Library Materials for the Blind: The Canadian Experience" (Janice Shewchuk, Canada); (6) "The Legibility of Large Print" (Linda Jansen and Paulli Thomsen, Denmark); (7) "Consumer Relations: Investigations and Their Conclusions" (Judith M. Dixon, United States); and (8) "A Foot in Both Camps--A Librarian's Experiences in Publishing" (Tom F. Barnard, United Kingdom). (THC)

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1985

IFLA GENERAL CONFERENCE, CHICAGO

Division:

Section:

23-BLIND-1-E

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COPYRIGHT AND LIBRARY MATERIAL FOR THE BLIND

by

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KEYWORD(S):

Interlending
Print handicapped
Blind
Copyright

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A.L. Van Wesemael

IR051318

Introduction

I should perhaps make it clear at the outset that I am not a legal expert on copyright. My qualifications for writing this paper are that I have some working experience, in the English-speaking world, of copyright as it applies to libraries in general, and to libraries for the print handicapped in particular, and I have a long-standing interest in the subject. I have consulted a number of genuine experts, and I am particularly grateful to Mr. Graham Cornish of the British Library Lending Division. However, what follow are my opinions and interpretations of the law as it stands, and those whom I have consulted cannot be held responsible for any mistakes.

In this paper I am concerned primarily with ordinary inter-library loans, where the item loaned eventually comes back to the lending library. I shall however briefly consider other forms of international exchange at the end of the paper.

The Concise Oxford Dictionary defines copyright as "exclusive right given to author, designer etc. or his assignee to make copies or give performances of his original work." The right to publish is normally also reserved to the copyright owner. Looking at it from another point of view, "Copyright protection ... is aimed solely to prevent the copying of literary, musical, dramatic or artistic works ... " "

The copyright owner therefore has no rights, under copyright, to control the lending or hiring of legally produced copies, either within or beyond national boundaries. Even an edition which cannot legally be sold in a particular country, can quite legally be loaned to a library in that country. As far as print is concerned, the only copyright problem in international interlibrary loan arises from photocopying³. If the lending library wishes to supply a photocopy rather than the original, copyright can restrict the extent to which it is able to make its holdings available to other libraries (it does not actually make any difference whether the borrowing library is in the same country or not).

The situation is no different in principle for special format material for the print handicapped (braille, tape or large print). Copyright itself does not restrict the lending of such materials within or beyond national boundaries, provided that neither lender nor borrower makes unauthorised copies for the purpose, and provided that the operation is a genuine loan and the item is eventually returned to the lender.

So far it seems simple enough.

However, there are some legal barriers which need to be borne in mind by libraries for the print handicapped, one of which relates to the definition of print handicap. In order to produce a special format edition of a work, the producer (often though by no means always a library) usually has to seek permission from the copyright owner. In some countries

there are special provisions whereby permission does not have to be sought. In either case however the permission will relate to some definition of print handicap.

A print handicap may be caused by a visual impairment as a result of which the person cannot read ordinary print, by a physical impairment which makes it difficult or impossible to read normally, or by a neurological problem resulting in an inability to understand the printed word. These definitions have been summarised from "Copyright and library materials for the handicapped" by Françoise Hebert and Wanda Noel², to whose work this paper owes a great deal. Different libraries may serve any or all of these groups and different definitions may be used to describe them. The definition of blindness varies between countries, and is indeed one of the recurring problems in writing about visual handicap. It is perhaps not all that likely that a copyright owner would take action if a special format book produced in country A was read in country B by someone who was legally blind in B but would not be in A. However, if the letter requesting permission, or the special legal provision, stipulates that the special format edition is exclusively for the use of the blind (as is the case with the form letters used by the Royal National Institute for the Blind in the United Kingdom, and with the special provision enacted in Finland), then while it would be perfectly legal to lend a copy to another library for use by a blind person, it would not be legal to lend it for use by someone whose print handicap was not visual.

A second restriction may apply to the format in which the work has been produced for the print handicapped, as a number of different audio systems are in use by libraries. If for instance, permission has been given for a 4-track Library of Congress format recording of a book, it will be an infringement to make a standard 2-track cassette copy in order to lend it to a library which does not use the 4-track system. It would also be an infringement if the borrowing library made the copy, since it does not have permission to make any copies at all. If interlibrary loan is to expand therefore, borrowing libraries may have to be prepared to acquire a range of playback equipment. The long-term answer is of course standardization of audio formats.

There are other ways in which the copyright permission letters used by some libraries, or the relevant provisions of copyright law in some countries, could restrict international interlibrary loan. For example, if a special format edition had been produced under a special legal provision, which applied only to use for research or study, it could not be loaned for use by a non-student without obtaining appropriate further copyright clearance.

To sum up so far therefore, copyright itself should not constitute a barrier to international interlibrary loan of material for the print handicapped. However, there may be restrictions attached to the permissions given to some producers which will limit the extent to which their products can be made available to all who might want them.

There are some other legal considerations, related to copyright, which may also be relevant. For example, the terms under which a library for the print handicapped operates may explicitly or implicitly limit the extent to which it can offer services beyond national boundaries, or to particular groups of handicapped people. It is also theoretically possible for the copyright owner or the publisher when giving permission for a special format edition, to include as a condition of the permission, restrictions on how the copies may be used. For commercial recordings and videos it is becoming increasingly common for copyright owners to include conditions restricting hiring or lending, and we shall need to be careful that such clauses do not start to creep into permission for non-commercial uses such as our own. The operation of such clauses is however governed by contract law, not by copyright as such.

There are three other ways, besides interlibrary loan, in which libraries for the print handicapped may make their materials available across national boundaries, and perhaps I should mention them briefly.

The most important of these is the sale of submasters or copies. Since this involves copying and publishing, it is precisely the sort of activity which copyright law is designed to control. Libraries for the print handicapped do encounter considerable problems in this area and I have been invited by IFLA to undertake a study of their nature and extent. Meanwhile, it is too complex an area to consider in this brief paper.

Another way in which libraries can make their material available internationally is by exchange. In the print library world exchange agreements are quite a common way of acquiring material while avoiding paperwork and foreign exchange problems. They are also used to some extent as an informal subsidy system, whereby libraries in developing countries obtain publications which they could not otherwise afford. Exchange can therefore be a form of sale and the same copyright restrictions would presumably apply.

Gifts, however, are not restricted by copyright. That is, if one library chooses to give surplus or second-hand copies to another, provided no extra copies have been made, copyright does not apply. The recipient library can add the copies to its stock and lend them as it likes. The only thing it cannot do is make more copies, unless of course it first seeks permission.

Returning then to basics, copyright refers only to the right to copy, not the right to lend. If we wish, in accordance with the principles of Universal Availability of Publications, to expand interlibrary loans for the print handicapped, we must ensure that the copyright terms we negotiate do not unnecessarily restrict our freedom to lend. The long-term answer may be standardization of international copyright practice. In the short term those of us who operate under restrictive clauses should take every opportunity to have them removed.

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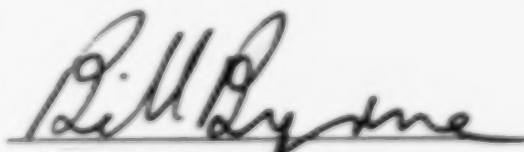
Division: Libraries Serving the General
Public

Section: Libraries for the Blind

24-BLIND-2-E

1985

POSTAL AND CUSTOMS REGULATIONS
AND
LIBRARY MATERIAL FOR THE BLIND


Wm. C. Byrne

KEYWORD(S):

- INTERNATIONAL LENDING
- RESOURCE SHARING

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1. Importance of International Lending of Library
Materials for Blind and Handicapped Readers

It is probably not necessary, among this group, to stress the importance of ensuring that international lending of special format material for blind and handicapped readers happens quickly, smoothly and at minimal cost. For the sake of those outside this Section of IFLA, I will briefly state the necessity.

There are five very obvious reasons. They can probably all be wrapped up in the one overall demand : to provide the best possible service to blind and handicapped readers in our own countries, and around the world.

Some of these reasons link with each other, but I would like to itemise five of them :

- (a) Information Explosion: People talk about , and complain about, trying to keep up with, the "information explosion". There can be no argument with the need for all people to have access to information they need to participate in the vocational, cultural, political, economic and day-to-day life of their countries. This information must, ofcourse, be in a format which is accessible to them. Unless we are prepared to discriminate against handicapped people in our communities we must give them an opportunity to participate in the international flow of information.
- (b) Resource Use : Everybody knows that there are not enough resources available to the libraries of the world to meet all the demands placed upon them. How much more does this apply to those libraries which face the extra costs of providing braille, large print and audio formats. The only way to face these costs is through cooperation, both within nations and internationally.

Our resources are strained. While some library systems may seem to have more funds available (even plenty!), it is true that none of us are able to meet the demands. International exchange of material is essential. Any barriers which prevent or slow down this exchange must be removed. It is only IFLA which sees this need as urgent on an international basis, and IFLA must continue to show the way.

When I mention "use of resources" I would like to stress that there are many things that go to make up resources :

- Money - obviously - is one that we all need more of .
- Skilled staff to transcribe into braille or on to tape. Not only do they need transcription skills, but also sufficient expertise in the subject matter being transcribed .
- Time is another resource that we all need more of. Especially in the case of students and people with needs related to their employment, transcription is often needed "yesterday" .

The only way to overcome these shortages is to share what is available in special format. It is a criminal waste of scarce resources to either prevent material being shared, or to put hurdles in the way of it.

- (c) Costs : I don't need to stress the enormous costs that we all face. But we do need to confront Governments with the basic facts of life about how much it costs to produce braille and audio versions of print material. And we need to go on confronting them with these figures every time any Government raises difficulties in the way of international exchange . Every book which is unnecessarily duplicated is another book not transcribed . Let us make every Government in the world sick of hearing us say it.

- (d) Demands are expanding : I am not enough of a mathematician to be able to measure if the demands we face are expanding arithmetically or geometrically. I do know, however, that every time I turn around, some new door is opening and a new service is being sought. Everyone I know is facing the same problem - and it is a natural, human expression of hope.

If we can braille mathematics and science texts, then of course we must be able to face up to computer science texts, and to home computers; and we must be able to sort out interfaces between computer screens and data bases and "paperless braille" devices; or voice output terminals; if we can tone-index our tapes we can voice-index them; And we do all these things - to some extent at least. And we are then asked to achieve more of what was felt to be impossible. We should do it, but we need to share our resources in this area across the world .

- (e) Needs are expanding : The range of materials for which transcription is requested is expanding. As the opportunities for, and demands of, education increase, so do requests for transcription. As government rules and regulations become more involved; as demands of employment diversify; as leisure opportunities increase; as more people pursue their interests in international affairs, so do our needs for intercountry exchange increase.

At the meeting held in Brussels in 1977 under the sponsorship of the Hospital Libraries Section of IFLA , out of which grew this Section of IFLA , Kurt Cylke listed as one of the five key issues facing Libraries serving blind and handicapped readers " the development of an effective interlibrary loan mechanism " (1) .

2. PROBLEMS :

A. Postal :

Delays are one problem which seem to be common to all postal systems in the world . Everyone knows stories (either horrifying or humorous) about lost or late letters and parcels .

While internal mail delays can be frustrating to a Library serving blind people (and I am sure we have all suffered with our borrowers when the mail has wrecked our timetables), it is on the international scene that maximum opportunities exist for the truly great blood-ressure-raising experiences.

Most countries now give special treatment to brailled and recorded material for blind readers posted within their borders. A few extent this to people with other handicaps . But in general, large print books and other enlarged format material attract no special treatment.

Usually this special treatment amounts to free surface mail. A few countries extend this by allowing reduced rates on brailled or recorded material sent by airmail within those countries. A very few allow reduced rates on international airmail.

Unfortunately it seems to be the case that, while postal authorities see this concession as an extremely helpful move, some postal workers treat such free material as 3rd, 4th or 10th class mail and handle it accordingly.

Infact, in Australia the material is not "free" mail as far as the postal authorities are concerned. Australia Post makes an assessment each year of how much should have been paid for "Material for the Blind" and is reimbursed by the Department of Social Security. There is no excuse for not giving first class mail treatment to it.

I am not trying to belittle postal workers, but I feel we have a job to emphasise that books carried as free material for blind readers need speedy delivery.

Because of this lack of understanding of the need for speed, most postal authorities seem to have been immune to appeals for speedy international handling of mail for blind readers, and to have resisted approaches for reduced rates.

Normal airmail charges for braille are prohibitive. There is no other point of view possible. We were recently faced with an airmail postal charge of \$ 150 for a five volume braille book. It is impossible to face this expense except in the most urgent cases. Sometimes other methods of carriage, can be found (standby carriage as airfreight) but these take time and are not available as regular channels .

This Section of IFLA has already taken notice of this problem and has set up a working group to plan a strategy. I will say more about this later. For the moment all I will say is that the possibilities exist for us to overcome this problem .

B. Customs :

Customs duties are still levied by some Governments on material recorded for blind and handicapped readers. I say 'still' , because there is no excuse for any government to do this . The Florence Agreement and the Nairobi Protocol set up the terms for the free flow of material for blind and handicapped

readers . Both of these international documents come under the aegis of UNESCO , and this organisation monitors them .

"The Constitution of Unesco advocates cooperation among the nations in all branches of intellectual activity, and in particular " the exchange of publications, objects of artistic and scientific interest and other materials of information." It also stipulates that the Organisation "collaborate in the work of advancing the mutual knowledge and understanding of peoples , through all means of mass communication", and to that end, "recommend such international agreements as may be necessary to promote the free flow of ideas by word and image ".

Thus the General Conference, at its fifth session held in Florence (Italy) in 1950, adopted an agreement on the importation of educational , scientific and cultural materials known as the "Florence Agreement " . Essentially , the agreement provides for the abolition of customs duties on the importation of numerous items of an education, scientific or cultural character which are grouped in five annexes : books, publications and documents; works of art and collectors' pieces; visual and auditory materials; scientific instruments and apparatus ; articles for the blind .

..... the General Conference at its nineteenth session held in Nairobi in 1976 adopted a Protocol to the Florence Agreement ..

The protocol extends the exemption from customs duties to a wide range of new items, particularly audio-visual and scientific materials, and articles for the blind - the latter having now been enlarged to include articles intended for other physically and mentally handicapped persons . (2)

In relation to this problem I would like to say that the possibilities exist for us to achieve the free flow information - it is up to us to achieve it.

3. SO WHAT ! (Or what have we done and what else can we do ?)

From the very first meeting of Librarians working in Libraries serving blind and handicapped readers, held under the auspices of IFLA in Brussels in 1977 and out of which came a "Working Group", the matter of international inter-library lending was addressed. In particular , Customs Laws and Postal Regulations were given special attention.

Henry Fidder of the Netherlands and Alfred Hagle from USA worked on this and presented a paper to the 1978 IFLA Working Group of Libraries for the Blind (WGLB) meeting in Czechoslovakia.

- * It was agreed that an approach be made to airlines to allow "standby rates" for library material being sent from one country to another for use by blind and handicapped readers .
- * It was also agreed to investigate the length of time for library materials to be carried as free surface mail, and any loss or damage , suffered.
- * Finally it was agreed to develop a label or symbol identifying special materials being carried by post and to approach the Universal Postal Union for an extension of the list of post free materials (3) .

In 1979 and in later years other steps were taken towards these ends. Working under a statement from the Universal Declaration of Human Rights (4) the members of the then IFLA Round Table on Libraries for the Blind (RTLb) pursued various options and in 1984 in Amsterdam adopted a logo and design for postal articles. This logo (BLINDPOST) is to replace a previous one "CECOGRAMME" which never came into universal usage.

Supplies of the Blindpost labels were arranged through the efforts of the Library of Congress and, in individual countries around the world , postal authorities are being asked to accept it.

Now however the big battles still remain. The Florence Agreement and the Nairobi Protocol are in existence, but many countries have not ratified them, or have done so with reservations .

We must press ahead.

My Plan of Action would be :

- (a) Go ahead with the proposal to collect information on length of time spent in transporting library materials as post free surface mail, and any losses or damage;
- (b) Approach individual governments with this information to press our case for reduced rates on international airmail;
- (c) Prepare a case for presentation by IFLA to the Universal Postal Union, in conjunction with the World Blind Union (WBU) and UNESCO, for reduced rate airmail carriage of material for blind and handicapped readers ;
- (d) Ensure that all countries accept braille, audio and enlarged material as suitable for postal customs concessions (Annex E of the Florence Treaty does not specifically include audio material and this omission should be remedied).
- (e) Ensure that equipment relating to production of or access to braille and audio material is also included in the postal and customs concessions.
- (f) Follow up individual international air carriers and, eventually, the International Air Transport Association (IATA) for special reduced rates on parcels of braille or audio material . (Although some airlines give a "stand-by" concession it is irregular and cannot be relied on - a definite reduced rate for ensured delivery is preferable) .

If progress can be made in the next few years, then international exchange of material will become easier and everyone will benefit.

.....

NOTES

1. Quoted in F. K. Cylke's summary of this meeting (27.9.77)
2. UNESCO NEWS , No. 69, 1.2.82 quoted in IFLA Journal, 8 (1982), P333.
3. Summary of meetings August 27 to September 1, 1978 prepared by F. K. Cylke (25.9.78) .
4. Article 27, Para 2 of the International Declaration of Human Rights states :

" Everyone has the right freely to participate
in the cultural life of the community, to enjoy
the arts and share in the scientific advancement
and its benefits."

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IFLA

1985

IFLA GENERAL CONFERENCE, CHICAGO

Division: Libraries Serving the General
Public
Section: Libraries for the Blind

Joint meeting with the Section of Libraries
for disadvantaged people

29- BLIND-3 -E
DISADV-1

COMMERCIAL LARGE PRINT-THE INTERNATIONAL SCENE

by

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15 West 65th Street
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U.S.A.

KEYWORD (S):

Large Print

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Bruce E. Massis, Section of Libraries f/t Blind (IFLA) Paper to be presented at Chicago, IFLA '85

ABSTRACT: COMMERCIAL LARGE PRINT-THE INTERNATIONAL SCENE

"Librarians serving the visually handicapped are frequently queried as to the availability of large print materials outside the United States. Until research into this area culminated in the 1985 publication of THE INTERNATIONAL GUIDE TO PUBLISHERS AND DISTRIBUTORS OF LARGE PRINT (IFLA Professional Reports #4), such a listing was unavailable. This paper presents the general overview of large print publishing and distributing in the 15 countries surveyed for that guide. Finally the reader is referred to that published guide for specific ordering information via post."

INTRODUCTION

This paper presents a current overview of the commercial large print publishing scene in 15 countries. From information received via catalogues and other sources, the reader of this paper will become aware of sources of large print books, pamphlets, etc. available from publishers and or distributors of such materials. Those librarians in the field of either direct service to the visually handicapped, or those working in a public library setting will find information presented in this paper that will lead them to provide the correct answer to the question of where can a visually handicapped reader obtain large print books in English and other languages outside of the United States.

For a specific listing, including addresses of large print publishers and distributors, I will refer the reader to the following publication: THE INTERNATIONAL GUIDE TO PUBLISHERS AND DISTRIBUTORS OF LARGE PRINT by this author, available as an IFLA Professional Report (#4), at a cost of \$5.00 (US) directly from IFLA Headquarters, The Hague.

AUSTRALIA

In a 1983 issue of the Australian newsletter, "Link-Up", it was stated that, "At present no Australian publishers produce large print books. Large print publishers overseas are willing to accept suggestions from Australian librarians, but the publication of these titles does not necessarily follow...the Australian Bureau of Statistics found in 1981 that 20% of the population over 65 found difficulty in reading an ordinary book. Our need for Australian publishers in the field is obvious, and it could be a lucrative proposition if all libraries supported Australian efforts in this particular market".

There may be no native large print publishers in Australia, but at least the commonality of English as their native language allows for a number of distributors of materials from other English-speaking nations.

Only one distributor was identified on Canberra: The Bible Society of Australia, while further south, on the Eastern coast, in Melbourne, reside Dunn and Mason, distributor of "Robert Hale" (an English imprint) large print titles, including historical fictions, mysteries and westerns. Also in Melbourne, may be found the Foreign Language Bookshop, a multi-lingual large print outlet, which distributes noted materials in French, German,

Spanish and Italian large print. The largest number of distributors were also located on the eastern side of Australia in New South Wales including Ayers and James, who distributes titles produced by the British publishing house of Ulverscroft and their subsidiary line, Charnwood, the hundreds of titles produced each year by that company. Also distributing in New South Wales was the Brian Farrow Agency, distributor of John Curly materials (a U.S. company) and Magna materials, publishers of fiction and non-fiction.

The largest distributor in Australia is Southern Scene, also located in New South Wales. Southern Scene presently distributes titles produced by British publishers Cedric Chivers, Chivers Childrens, Lythway, New Portway and Portway. They also distribute titles published by American large print publishing giant, G.K. Hall.

It is interesting to note that there were no distributors identified in any other area of Australia, thus leaving large print distribution in the hands of public librarians in those areas.

AUSTRIA

There were no large print publishers identified in Austria, but a

distributor, located in Salzburg, was identified. Verlagsauslieferung A. Huemer distributes titles published by Verlag Hans Richarz in German. Richarz, a publisher of popular titles selected from German and American fiction and non-fiction, is a large publisher whose works are published throughout Germany as well as this distributor in Austria and a distributor in Switzerland. Works are published in anywhere from 12 pt. to 16 pt. type. Prices average around 30 DM. per title.

CANADA

As was the case in Australia, all of the large print identifications occurred on the Eastern side of the country. Although a great deal of exceptional work for the visually handicapped is done at The Charles Crane Memorial Library in Vancouver, no distributors of large print materials were identified outside the library system itself.

In Hull, Quebec, the only native Canadian publisher identified is Les Editions E.L.V.O. Ltée. Their catalogue consisted of titles published in 18 point type including their own publications of French-Canadian authors Claude Aubry, Micheline Mondor and P. Leclerc at a cost of \$13.50 CDN. per volume. Less expensive titles of world-reknowned authors such as Arthur Conan-Doyle and J.R.R. Tolkien are sold at a cost of \$9.40 CDN. per volume.

These volumes are set in 16 point medium type.

Also in 16 point medium type are titles published by French publisher les Editions Laurence Olivier Four and distributed by Les Editions E.L.V.O. Ltee. These included titles by George Sand, Balzac, Dickens and others also priced at \$13.50 CDN. each. This company is a large distributor with many notable titles in its catalogue. Certainly a primary source for large print materials in French throughout Canada.

Distributors of all types abound in Eastern Canada. In Ajax, Ontario, Ajax Books distributes titles in other languages than French and English. Through Ajax, one may obtain large print titles in Dutch, German and Swedish, among others. These titles are imported and may be ordered by mail from Ajax. They maintain that 6 to 8 weeks must be allowed for delivery and they will make special provision for large orders wherein air freight delivery can be arranged at no extra cost.

Another foreign distributor in Canada is located in Montreal. The bookshop in this instance is called Tuttolibri, Inc. They specialize in Italian large print titles published by Italian large print publisher, Edizioni Grandi Lettere. Also located in Montreal are Les Editions de L'Espoir Ltd. who distribute titles from the French publisher, Les Editions Laurence Olivier Four.

Two distributors identified in Toronto and London, Ontario respectively are S & B Books Ltd., who distribute large print books published in the U.S. and the U.K., as does Gatefold Books located London, Ontario.

Addendum: the latest attempt at Canadian large print publishing, Gatefold Books, has been the most recent casualty in this sometimes most frustrating business, closing its doors several months ago.

DENMARK

The amount of information identifying large print publishers and distributors in Denmark proved quite formidable. Due to the large number of publishers and the variation in the amount of materials produced, the listing in this guide had to be broken down into two distinct categories: Publishers whose large print line represents a small share of their total output.

The largest Danish large print publisher, by a wide margin, is Borgens Forlag in Valby and Copenhagen. They publish popular Danish authors and translations of authors of international prominence. Prices and format (i.e. type size) vary.

Other "major" large print publishers in Copenhagen include Carit

Andersen, who publish well-known Danish authors and translations of O. Henry. For books on film history contact Chr. Erichsen's Forlag. For popular international authors in translation write to Glyndendalske Boghandel Nordisk Forlag A/S and for other Danish authors and mysteries write to Høst og Son's Forlag. If your patron requires works by Henry Miller translated into Danish large print, contact Brøndums Forlag and for those seeking such works as The Magic Mountain or Buddenbrooks or other works by Thomas Mann contact Selskabet Bogvennerne. For titles written by Isak Dinesen contact Forlaget Fremad A/S and for David Copperfield or A Tale of Two Cities in Danish, write to Hernov's Forlag.

In the alphabetical listing of this guide itself, you can find a further listing of publishers who produce some large print titles. These forty-nine publishers may be contacted for their catalogue listings of complete holdings and prices, type size, etc.

FRANCE

As mentioned in the section on Canada, the publisher of large print books in French remains Editions Laurence Olivier Four. This publishing house, located north west of Paris in the Normandy region, produces a large number of popular and classic

material. Their translations run the gamut, a veritable who's who of classic literature, including Cervantes, Kipling, Dickens, Gorki, etc. Many of the longer works are published in multi-volume sets and the cost is Fr.95 per volume.

"Four" has distributors worldwide and since it has been noted that this is the only commercial large print publishing house identified in France, one hopes that the market remains large enough for the company to remain a going concern, for readers of the French language would indeed find themselves with very little to read if this company ceased publishing large print books.

GERMANY, FEDERAL REPUBLIC OF

While the number of publishers of large print materials in Denmark is staggering, the amount of "major" large print publishers in the FRG, is equally impressive. Although it is generally agreed that Tholenaar is the largest producer of large print in the FRG, there are certainly extensive in many other countries, including Britain.

Tholenaar Verlag publishes their material in a similar hardback style as Thorndike in the U.S. and Ulverscroft in the U.K. Quality printing in 18 pt. type on non-glare paper highlights

these easily readable books. Prices vary from 20 DM to 42 DM and titles representing a wide range of popular and classic authors are this publishing house's particular strength.

Titles may also be ordered by this company's other name, G & D Bucherei and they are located in Morsbach.

Another G & D strong-point is their distribution of large print works in Dutch, Italian and Swedish.

The other publishers identified in the FRG as having a superb large print collection include Deutscher Taschenbuch in Munich who sell both popular German authors as well as translations for DM 4,80 and up.

Goldmann-Verlag offers romances, popular novels and translations such as Paul Gallico and Erich Segal at a cost of DM 5,80 and up.

In Wiesbaden, Limes was identified as having hardcover editions of German best-sellers available at a cost upwards of DM 24,80. Limes also sells translations of popular authors such as Truman Capote and Art Buchwald.

Richarz in St. Augustin, previously mentioned in the Austrian section is another very popular large print publisher. Their

prices range upwards of DM 9,80 for such translations as those of Pearl S. Buck and American Best-Seller author, Arthur Haily in hardcover.

For a house only publishing native authors of the FRG contact Salzer-Verlag. Cost of these materials run upwards of DM 8,80.

Other interesting finds included List-Verlag publisher of large format illustrated books. These are rather pricey at a starting cost of DM 39,80. List is located in Munich.

And for children's materials Mohn-Verlag publishes picture books at a cost of DM 6,80 and children's story books at DM 8,85.

An exceptional line of large print post cards and calendars are available from Johannes-Kiefel-Verlag.

GREENLAND

After obtaining the massive list of large print publishers from Denmark, I shouldn't have been surprised at the catalogue received from Kalaallit Nunaanni Naqiterisitsisarfik Det Gronlandske Forlag in Greenland. Several hundreds of books are available from this publisher including a large number of works by native authors and those of Scandinavian descent. Also

available are works by noted authors as Leon Uris in translation as well as Jack London and works by Alistair Maclean. The prices range upwards of 7.50 kr.

The company also produces calendars, cassette recordings and several magazines.

HOLLAND

In general, for a small country, Holland has been highly visible and active in offering library services to the visually and physically handicapped. This also reflects itself in the publishers identified in this survey. First and foremost in the large print publishing and distributing field is Grote Letter Bibliotheek located in Bambrugge. They offer more than 400 Dutch titles including native authors and well-known classics. Prices start at Fl.25. They also distribute Tholenaar (FRG) titles, and other German titles as well as Italian and Swedish large print.

Another publisher, located in Eindhoven, is Grootdruk-Uitgeverij who produce many titles in translation including such reknowned authors as Maupassant, Steinbeck and D.H. Lawrence. Native authors are also covered by this company. Their prices of individual volumes cost upwards of Fl.18,-.

A small company in Rotterdam, Blok & Flohr sells educational

titles, cookbooks and Dutch For Foreigners. This is a small publisher who intends to produce new titles after an analysis of the current market. Thus no new titles have been produced recently.

Although not listed in the guide itself, the NBLC (Nederlands Bibliotheek en Lectuur Centrum, Taco Scheltemastraat 5, 2557 CP's-Gravehage) must be mentioned for their quality large print publications. This is an organization, not a commercial publisher, but titles are available for purchase by writing to them for a catalogue. The catalogue lists many popular authors and translations.

ITALY

The only Italian publisher identified was Edizioni Grandi Lettere located in Milan. As one reads through this guide one notices the number of distributors of Italian large print available in many of the countries listed. This is a good indication of the need for Italian large print in many areas of the world. Edizioni Grandi Lettere offers popular Italian authors such as Moravia and Calvino at a cost of 10,500 lire per volume. Again, multi-volume sets are available. This publisher was extremely difficult to contact and there is a possibility that by the time this guide is published, they may have slowed their production or

even folded. This would be a great loss as there is definately a reading public for their materials. One hopes that they can continue to produce materials in the same quality tradition as they have in the past.

Addendum: It looks as though the only place to obtain large print books in Italian will be from a remainder house since word has recently been received of the demise of Edizioni Grandi Lettere.

JAPAN

Some of the most strikingly artistic large print is available from the publishers of Japan. An example of the care and thought in each work was present in a book perused during this study entitled, Jussai:No Sketch, or Collection of Poems In Ten Years. The book contained 64 romantic poems by various poets. Throughout the book, it was evident that here was a quality piece of work. The book contained beautifully printed characters in 16 point type as well as line drawings to enhance the reading of the text. It was published by Tokyo Ruriyuru Company, Ltd., a publisher of modern poetry, novels and short stories. The cost of this title and others available from this publisher was 1000 Yen.

Located in Kyoto, Doraneko Kobo publishes a collection of translations of such authors as St. Exupery and Bullfinch's Mythology. They also produce children's books such as Baby Bear Woof and Acorns and Wildcat by native Japanese authors. Also practical works may be found in this publishers holdings such as What Should A Mother Do Then?, a work on child-rearing and A Japanese-English Dictionary in large print. Most titles cost upwards of 1000 Yen with the dictionary costing 2500 Yen.

Biblical material is available from the Japan Bible Society in Tokyo, where one may purchase large print editions of The New Testament.

Children's books as well as popular adult titles are offered by Saitama Fukashikai. More than 109 titles have been produced by this company and are available by mail-order. The average cost of their titles: 4,000 Yen.

Finally, the Association of Large Print for Visually Handicapped has produced titles for purchase by the Japanese Public Library market. As is the case with works produced by Tokyo Ruriyuru Co. Ltd., the reader may find fine line drawings in works produced by this group.

NORWAY

One of the only catalogues received in large print came from H. Aschehoug & Co. in Oslo. It was interesting to note how few of the catalogues are available in this format.

Aschehoug's selections included primarily native authors. They listed several translations of works by Agatha Christie (~~Three Blind Mice~~, ~~Poirot Loses A Client~~, and others). The price of these titles range upward of kr 44,-.

Also listed in the Aschehoug catalogue were titles published by Tiden Norsk Publishers. These books were slightly less expensive (kr. 30,- and up) and included a collection of native writers from Denmark, Finland, Norway and Sweden. This collection included some fiction, essays and articles representative of some of the best work by the authors represented.

SOUTH AFRICA

The only large print publisher identified in South Africa was located in Pretoria. Promedia Publishers produces large print copies of popular South African authors. These titles are only

available in Afrikaans.

SWEDEN

LTS Forlag in Stockholm is a large publisher of titles for the general public and the large print public as well. Titles included in their large print listing included popular Swedish authors of fiction. Prices were not included in their listings.

LTS also acts as distributor of Dutch titles acquired from Holland's largest large print publisher, Grote Letter Bibliotheek, as well as a small number of titles from Chivers in the U.K.

SWITZERLAND

There were no native publishers identified in Switzerland. There were, however, two major distributors: Editions Laurence Olivier FOUR, a company that seemed to have made a good many inroads in the large print arena, with their extensive distribution system. The second distributor identified, Verlag Sauslieferung, distributed Richarz titles throughout Switzerland. With these two distributors so active in French and German publishers' titles, one might argue against the need for a native publisher. We, in the field, though, and the eventual reader of

these materials would hardly agree.

Editions Laurence Olivier FOUR is located in Lausanne and Sauslieferung is located in Zurich.

UNITED KINGDOM

The U.K. and the U.S. both began to publish large print books for the commercial market at approximately the same period in time, 1964-65. Growth, in both countries, of materials available in large print has been strong and steady.

The grand-daddy of them all, so to speak, remains Ulverscroft. Fred Thorpe and company have produced an impressive catalogue, which is updated frequently. They have produced more than 2000 titles, mainly consisting of best-selling fiction, non-fiction, reference works, books for children, and an extremely popular library quality series of better known works by noted authors in their "Charnwood" series. Prices start at 8.(pounds sterling). Ulverscroft books are also distributed throughout the U.S., Canada and Australia.

Other major large print houses in the U.K. include Magna Large Print Books, in North Yorkshire whose holdings include more than 200 popular fiction and non-fiction titles at a starting cost of

6.(pounds sterling).

Hills & Boon, Ltd. in London offers the American line of romances under the "Harlequin" imprint at a cost of 8. and up. And Robert Hale Ltd., also in London produces historical fiction, mysteries and westerns at a slightly lower starting price (5 pounds).

Chivers Book Sales, Ltd. in Bath, publish a variety of materials under various imprints: under the "Lythway" imprint, the buyer may purchase works from a large selection of more than 120 romances, westerns and historical novels. The "Atlantic" imprint features romances and mysteries. More romances may be found under their "Seymour Large Print Romances" imprint and the "New Portway" line includes general fiction and non-fiction titles. Children's titles may be found under the "Chivers Children's" imprint and even bibles may be purchased under the "Cedric Chivers" line.

Chivers also distributes U.S. produced titles by G.K. Hall and John Curley, as well as other U.K. large print publishers, Robert Hale and biblical publishers Eyre and Spottiswoode and the Bible Society.

Other biblical material may be obtained from that same Bible Society located in London and Edinburgh, Scotland, Eyre and

Spittiswoode in Hampshire and the Trinitarian Bible Society in London, who also produces large print biblical materials in French, Spanish and Portugese, but on a limited basis.

Addendum: Good news for the U.K. and other English-speaking large print readers. Isis Books, a new publisher of mostly literary, rather than popular titles, has recently established itself with headquarters in Oxford and distributorships in Ireland, Australia and South Africa.



IFLA GENERAL CONFERENCE, CHICAGO

Division: Libraries serving the general public

Section: Joint meeting LIBRARIES FOR THE BLIND
AND RT LIBRARY SERVICES TO ETHNIC AND LIN-
GUISTIC MINORITIES

30 BLIND-4
ETHN-1 -E

Foreign Language Program:

National Library Service for the Blind
and Physically Handicapped
Library of Congress

by

James R. HERNDON

Foreign Language Librarian

National Library Service for the Blind
and Physically Handicapped

Library of Congress

Washington, D.C., U.S.A.

Keyword(s):
Foreign Language Materials;
Blind & Physically Handicapped

For internal use only:

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.....142.....

Remarks:

to be presented orally ☒

for distribution only ☐

Foreign Language Program
National Library Service for the Blind and Physically Handicapped
Library of Congress

ABSTRACT

In 1978 the National Library Service for the Blind and Physically Handicapped (NLS), Library of Congress, formally established its Foreign Language Program to serve the reading needs of the increasing numbers of blind and physically handicapped persons in the United States who speak languages other than English. The three major objectives of this Program are: 1) building a collection of foreign-language recorded and braille materials at NLS; 2) facilitating the circulation of foreign language materials to readers through a network of cooperating libraries for the blind and physically handicapped; and 3) identifying and promoting other sources that produce special media materials in various languages.

The NLS foreign-language collection includes books and magazines produced in special media by NLS as well as recorded and braille books acquired from sources outside NLS. Foreign-language titles produced by NLS are duplicated in mass, interfiled with the English-language titles produced by NLS, and distributed to the NLS network of 160 cooperating libraries for the blind and physically handicapped throughout the United States. Recorded and braille materials acquired from sources outside NLS are deposited in the Special Foreign Library Collection, which is housed at and circulated from a single national center at the Library of Congress Multistate Center for the Midlands, located in Cincinnati, Ohio.

To help readers and librarians locate materials in the NLS collections as well as find special media materials from other sources, NLS produces a number of catalogs, bibliographies, directories, and reference circulars most of which are available free of charge to interested persons.

Foreign Language Program

National Library Service for the Blind and Physically Handicapped

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Introduction

The United States is home to several linguistic minorities, the largest and oldest by far being Spanish. With approximately 15-20 million speakers of Spanish, the United States ranks as the fourth-largest Spanish-speaking country in the world. Other minorities in the United States include speakers of French, German, Italian, Polish, Portuguese, Chinese, Japanese, and numerous other languages. In recent years there has also been a great increase in the number of speakers of Southeast-Asian, Middle-Eastern, and African languages, such as Vietnamese, Cambodian, and Arabic.

In response to the special needs of the handicapped populations of linguistic minorities, the National Library Service for the Blind and Physically Handicapped (NLS), Library of Congress, formally instituted its Foreign Language Program in 1978 with the addition of a full-time foreign-language librarian to the staff. Through the Foreign Language Program, NLS strives to make braille and recorded reading materials available to blind and physically handicapped persons in the United States who speak languages other than English. The program's activities consist of: 1) building a collection of foreign-language materials in recorded and braille formats; 2) disseminating these titles to readers through a network of cooperating libraries for the blind and physically handicapped; and 3) identifying and promoting sources which produce foreign-language materials in special media.

1. NLS Foreign-Language Collection

1.1 Foreign-language titles produced by NLS

NLS currently produces about 100 foreign-language titles a year in multiple copies. The majority of the foreign-language titles are in Spanish, with a small number also being produced in Italian, French, German, and Portuguese. Like English-language titles, the foreign-language titles are mass-produced and the copies are distributed to a network of 160 cooperating libraries serving blind and physically handicapped individuals throughout the United States. The cooperating libraries in turn loan these titles to blind and physically handicapped readers in their respective areas. To date, NLS has produced more than 300 titles in Spanish and about 50 titles in other languages. (See appendix 1 and 2.)

1.2 Magazines

The Spanish-language magazines Selecciones del Reader's Digest and Buenhogar, recorded on 8-rpm disc, are available by direct subscription to NLS readers. NLS also acquires tapes of the German-language Reader's Digest from Germany. These tapes are duplicated onto disc and distributed to German-speaking readers. In July 1985, NLS will begin the production of a disc edition of the French-language magazine, Journal Francais d'Amérique which will be available to NLS readers on a direct subscription basis.

1.3 Special Foreign Library Collection

In addition to the foreign-language books and magazines produced in multiple copies as part of the NLS regular collection, NLS has also established a Special Foreign Library Collection of limited-copy braille

and recorded materials in non-English languages. These materials are not produced by NLS, but rather acquired from a variety of sources in the United States and abroad. Since these materials are limited in the number of copies (usually 1-5 copies for a braille title and 1-10 copies for a recording), the entire Special Foreign Library Collection is housed at and circulated from a single national center, currently located at the Library of Congress Multistate Center for the Midlands in Cincinnati, Ohio. The concept of a Special Foreign Library Collection is important in that it supplements the foreign-language materials produced by NLS and also provides a means by which NLS can expand its coverage to provide materials in foreign languages not normally produced by NLS. To date the NLS Special Foreign Library Collection contains over 1,000 titles including materials in Spanish, German, French, Italian, Portuguese, Polish, Russian, Chinese, Hungarian, Yiddish, and Greek, with single titles also in Sanskrit, Turkish, Tagalog, Persian, Arabic, and Ukrainian. The number of languages as well as the number of titles in this collection will continue to increase significantly in the coming years. (See appendix 1 and 2.)

2. Production and acquisition of foreign-language materials

2.1 NLS production of foreign-language recorded and braille materials

Foreign-language books and magazines selected for production by NLS are reproduced in a manner identical to the production of the English-language books and magazines selected for the NLS collection. Like the English-language titles, the foreign-language titles are high-quality reproductions of full-length, published works. The Foreign Language

Librarian selects titles for reproduction in accordance with NLS collection development guidelines. Titles range in subject content from the classics to ephemeral literature in both fiction and nonfiction areas. About half the titles selected are published works written originally in the foreign language; the other half are works translated into the foreign language from English. NLS feels this policy of selection offers the widest possible reading experience to foreign-language readers. It provides for a collection reflecting the cultures of the minority languages as well as American culture in general.

Once the titles are approved for selection, NLS must acquire print copies of the titles. Copyright permissions from the publisher or copyright holders must also be obtained before NLS can reproduce the works into braille or recorded formats. When the print books and copyright permissions have been received, a selected title is assigned to a contracted producer, such as the American Foundation for the Blind, for recording or brailleing. NLS tracks the title through several stages of production, applying stringent quality-control checks until copies of the completed title are acceptable for shipment to the 160 cooperating libraries in the NLS network. (See appendix 3.) The recorded titles are produced at special slow speeds, requiring special playback machines. These machines are manufactured by NLS and, like the books themselves, are loaned free of charge to NLS readers. The total cost to NLS in producing a recorded or braille book can range from \$4,000 to \$5,000.

2.2 Acquisition of recorded and braille materials from other sources

For the NLS Special Foreign Library Collection, NLS purchases finished copies of braille or recorded materials from various sources around the world. Such sources include organizations for blind persons in the United States, overseas libraries serving blind individuals, missionary societies around the world, and commercial tape and record producers. Materials are also acquired through exchange arrangements with foreign libraries and as donations. The foreign-language titles acquired in this manner are cataloged, packaged and labelled as necessary, and deposited in the NLS Special Foreign Library Collection. NLS also acquires open-reel master tapes which are reformatted and duplicated onto cassettes to NLS specifications. The duplicated copies are then added to the Special Collection. (See appendix 3.)

3. Service to readers of minority languages

3.1 Circulation of NLS materials to readers

NLS books, magazines, and playback machines are sent to NLS readers as "Free Matter for the Blind or Handicapped" through the U.S. mails. The direct-subscription recorded and braille magazines, including the recorded magazines in Spanish, German, and French, are sent directly to subscribing readers from the NLS producers. Foreign-language books produced by NLS are kept in the network libraries, interfiled with the English-language collection. The network libraries have the responsibility for loaning materials to their registered readers. Network librarians also request foreign-language materials from the Special Foreign Library Collection for their readers. (See appendix 3.)

To a great extent the effectiveness of the NLS Foreign Language Program depends on the ability of the 160 cooperating libraries across the United States to identify eligible readers and connect the service with them. Some cooperating libraries in areas having large Spanish-speaking populations (such as New York City, Texas, and Los Angeles) have hired full- or part-time Spanish-speaking employees to work with Spanish-speaking patrons and potential patrons. NLS produces and distributes Spanish-language application forms, brochures, machine-use instructions, catalogs, and other publications to facilitate service to the Spanish speaking. However, English-speaking librarians must depend to a great extent on bilingual volunteers, local ethnic groups, social workers, family members, or other persons to help explain the service to, and communicate the needs of, patrons who do not speak English.

3.2 Foreign-language titles produced by cooperating libraries

Some cooperating libraries have produced or acquired their own collections of materials in foreign languages. The regional library serving blind and physically handicapped people in the State of Texas has produced a large collection of recorded titles in Spanish, using volunteer narrators. The NLS cooperating library in Michigan has produced a number of recorded titles in Finnish; the NLS cooperating library in Minnesota has acquired recorded materials in Swedish; the cooperating library in New Jersey has produced recorded titles in Polish; and cooperating libraries in New England have produced talking books in French, Italian, and Portuguese. Other NLS cooperating libraries have plans to initiate local recording programs with the assistance of volunteer and ethnic groups.

Although several cooperating libraries have taken the initiative in providing services to speakers of minority languages, the potential of the libraries in outreach to readers of linguistic minorities and in production of foreign-language materials is still relatively undeveloped. One of the long-range goals of the NLS Foreign Language Program is to encourage the development of this potential in the coming years.

4. Bibliographic control of foreign language materials

4.1 Microfiche

NLS publishes several bibliographic tools and reference aids to inform librarians and readers about the special media materials available. The primary tool for the use of NLS staff and cooperating librarians is the NLS union catalog on microfiche. This catalog lists all the titles that have been produced by NLS in all media. Foreign-language materials produced and acquired for the NLS collections are also cataloged in the microfiche, as are those titles produced by cooperating libraries which are available for national circulation. The microfiche is arranged in indexes by title, author, subject area, and media. There is also a foreign-language index. The microfiche catalog is updated and published quarterly, and copies of the microfiche are sent to cooperating libraries.

The catalog also exists as an automated database, permitting computerized bibliographic searches by keyword and combination commands.

4.2 Bimonthly catalogs

For the use of readers, librarians, and interested professionals, NLS also publishes bimonthly catalogs in large-type, disc, and braille editions. Talking Book Topics, produced in large-type and disc editions, announces new recorded books produced by NLS. Braille Book

Review, produced in large-type and braille editions, announces new books in braille produced by NLS. Foreign-language recorded and braille titles produced by NLS are also announced in these bimonthly catalogs.

4.3 Foreign language catalog

NLS also publishes annual and subject catalogs, including Libros Parlantes, a catalog of Spanish-language recorded titles produced by NLS. This catalog has been expanded into a new catalog called Foreign Language Books, which lists all foreign-language titles in all current media produced to date by NLS. The first edition of Foreign Language Books appeared in early 1985.

4.4 Bibliographies, directories, circulars

Other publications produced by NLS include directories, bibliographies, and reference circulars that list various sources of materials and services for the handicapped. Publications dealing with foreign-language materials include:

1. Guide to Spoken Word Recordings: Foreign Language Literature and Instruction. This directory, indexed by language, lists the many commercial publishers of foreign-language materials on tape and disc.
2. Volunteers Who Produce Books. This directory, indexed by subject area and by foreign language, lists the volunteer groups in the United States that are capable of producing materials in braille, large type, and recorded formats.

3. International Directory of Libraries and Production Facilities for the Blind. This directory, arranged by country, describes the organizations around the world that produce special materials for the blind and physically handicapped readers.
4. International Directory of Braille Music Collections. This directory, arranged by country, describes the organizations around the world that produce braille music materials or house braille music collections.
5. Foreign Language Referral Bibliographies and Source Documents. This publication consists of separate bibliographies and source documents for over thirty different languages. These bibliographies and source documents have been compiled into a loose-leaf notebook for distribution as a reference tool to cooperating libraries. The bibliographies include information on domestic and foreign sources of special-media materials and provide title/author listings of the foreign-language titles in the NLS collection.

5. International cooperation

The Section of Libraries for the Blind of the International Federation of Library Associations (IFLA) works for the international standardization of special media materials and for the elimination of barriers to the international flow of materials for the blind. As an international service, NLS offers to exchange its catalogs, directories, and reference circulars with foreign libraries and organizations for the

blind. Recorded and braille books produced by NLS are available on international interlibrary loan to agencies that provide reading services to blind and physically handicapped persons. Special arrangements can also be made between NLS and foreign libraries for the sale of some recorded books and magazines produced by NLS. The special playback machines needed to play the recorded books are not loaned or sold by NLS. However, special playback machines can be purchased, with approval of NLS, from the Telex and American Printing House for the Blind in Louisville, Kentucky. (See appendix 4.)

6. Recorded materials and the non-handicapped

In accordance with the laws and copyright agreements under which NLS operates, the recorded and braille materials in the NLS collections may be loaned only to certified blind and physically handicapped persons. The same is generally true of other organizations, both in the United States and abroad, which serve the reading needs of blind and physically handicapped persons. Arrangements by NLS to loan or sell special media materials abroad are made within copyright limits and with the understanding that such materials are for the exclusive use of blind and physically handicapped people.

Although organizations serving blind persons restrict the use of their materials, many other groups produce spoken-word recordings for the general public. Commercial record and tape publishers sell a variety of recorded instructional and literary materials in many languages. Missionary societies use spoken-word recordings as an evangelizing medium for both handicapped and non-handicapped persons around the world. The scriptures have been reproduced onto tape in several languages by such organi-

zations as the American Bible Society, the Bible Alliance and Christian Duplications, Inc. Another such society, Gospel Recordings, U.S.A., boasts a recorded collection of gospel messages in over 4,300 languages and makes these recordings available free of charge to any interested groups or persons anywhere in the world. Recent years have also seen the growth of commercial talking-book services in the United States. These services rent or sell full-length talking books to the general public as an alternative to print reading. Commercial talking books are now being produced only in English, but the possibilities of expanding this service to include foreign-language books are apparent as foreign-language reading markets are identified. Similar services now exist in Germany, where commercial talking books are produced in German, as well as in Turkish and Greek. Given the nature of the population and growth of minority populations, the trend toward commercial productions of talking books is likely to continue and spread to other countries. These developments bear close watch by all librarians and professionals involved with minority populations.

NLS welcomes any notices, price lists, or catalogs of any producers of spoken-word recordings. Such information is incorporated in the NLS directory, Guide to Spoken Word Recordings, which is made available to any interested organizations or professionals.

Selected bibliography:

The following non-NLS publications deal with materials and services for ethnic minorities in the United States:

California Spanish Language Data Base.

LECTOR (Review Journal for Spanish Language Bilingual Materials Suitable for Purchase by Public, School, College, University, and Special Libraries in the United States). Berkeley: California Spanish Language Data Base, 1982-.

Hoffman, Frank W.

The Development of Library Collections of Sound Recordings. New York: Marcel Dekker, Inc., 1979.

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Library Service to the Spanish Speaking. Inglewood, CA: Inglewood Public Library, 1977.

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University of Southern California.

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Ethnic Information Sources of the United States. Detroit: Gale Research Company, 1976.

Wertheimer, Leonard.

Books in Other Languages: A Guide to Selection Aids and Suppliers. Ottawa: Canadian Library Association, 1979.

NLS Foreign Language Collection
as of May 1985

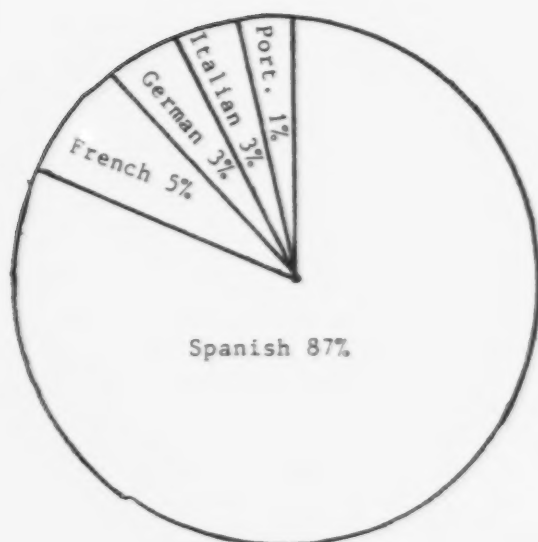
(Statistics by Language and Media)

	<u>Titles produced by NLS</u>				<u>Titles acquired from other sources</u>				<u>Total</u>
	<u>cassettes</u>	<u>discs</u>	<u>braille</u>		<u>cassettes</u>	<u>discs</u>	<u>braille</u>		
Spanish	308	79	20	(407)	149	54	223	(425)	833
German	15	1	0	(16)	5	141	28	(174)	190
French	19	1	2	(22)	32	48	155	(235)	257
Italian	15	1	0	(16)	2	29	24	(55)	71
Portuguese	5	0	0	(5)	0	1	24	(25)	30
Russian					19	5	21	(45)	45
Chinese					11	1	0	(12)	12
Polish					11	0	0	(11)	11
Greek					3	1	1	(5)	5
Hungarian					4	1	0	(5)	5
Latin					0	0	16	(16)	16
Yiddish					4	0	0	(4)	4
Arabic					0	0	1	(1)	1
Persian					0	1	0	(1)	1
Sanskrit					0	1	0	(1)	1
Tagalog					1	0	0	(1)	1
Turkish					0	1	0	(1)	1
Ukrainian					0	1	2	(3)	3
Hebrew					1	0	0	(1)	1
Total	362	82	22	(466)	242	285	495	(1024)	<u>1,488</u>

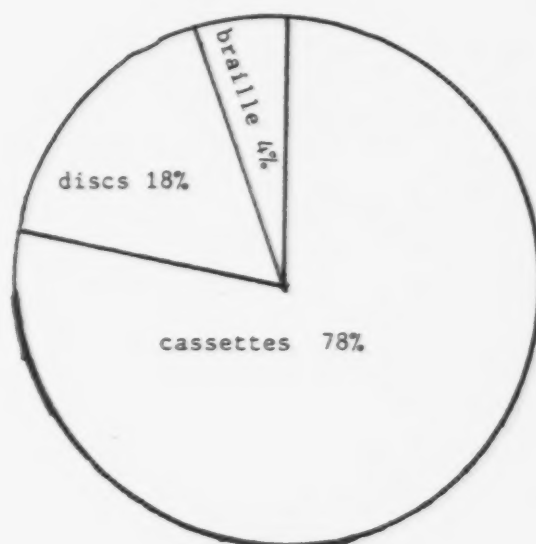
NLS FOREIGN LANGUAGE COLLECTION
(Composition by Language and Media)

1. Titles produced by NLS (466 titles as of May 1985)

% by language



% by media

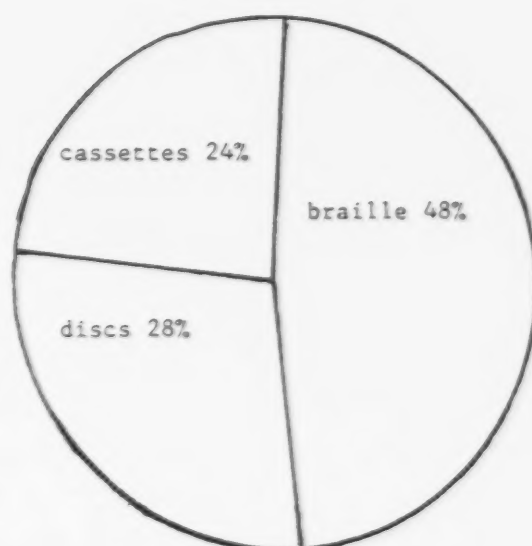


2. Special Foreign Language Collection (1,024 titles as of May 1985)

% by language

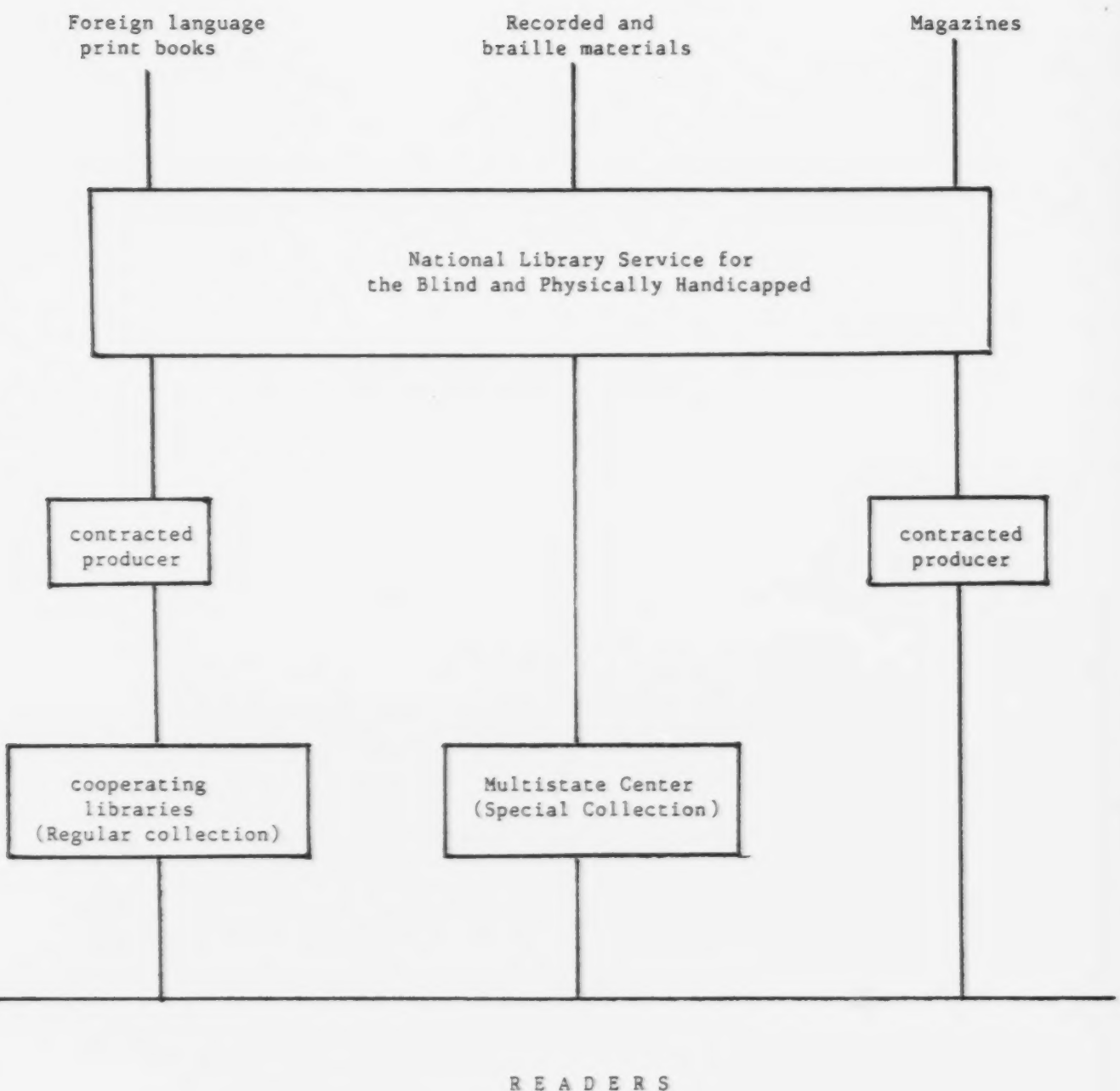


% by media



NLS FOREIGN LANGUAGE MATERIALS

(Flow of Materials to Readers)



NLS Materials and Services
Available to Foreign Libraries and Agencies
Serving the Reading Needs of the Blind
and Physically Handicapped

NLS OFFICIAL PUBLICATIONS: The National Library Service for the Blind and Physically Handicapped (NLS) publishes a newsletter, several catalogs, bibliographies, reference circulars, and other publications which are available to foreign libraries and agencies which serve the reading needs of the blind and physically handicapped. A list of these publications is attached. (Attachment 1)

INTERNATIONAL INTERLIBRARY LOAN: Braille and recorded books from the NLS collection may be sent to foreign libraries and agencies on temporary loan. Specific back issues of magazines may also be loaned. Music scores and books about music are also available on loan. For more information on International Interlibrary Loan please refer to the attached policy statement. (Attachment 2)

MAGAZINE SUBSCRIPTIONS: Subscriptions to some of the braille and recorded magazines produced by NLS are available for sale as explained in the attached fact sheet. (Attachment 3)

PURCHASE OF BOOKS: Foreign libraries and agencies serving the reading needs of the blind and physically handicapped may make arrangements to purchase for their permanent collections the braille and recorded books produced by NLS. Eligible libraries or agencies wishing to purchase braille or talking books must first obtain permission to use the books from the copyright holder, since NLS has secured copyright permission extending only to U.S. citizens and residents. Once copyright has been cleared by the library or agency wishing to purchase the books, NLS can authorize the producers of the books to sell braille books and open reel sub-master tapes of the recorded books. To avoid confusion and duplication of effort, NLS will recognize one library or agency in each country to coordinate any requests to purchase NLS books. For more information on the purchase of these books, please contact Judith M. Dixon, Consumer Relations Section at NLS.

EXCHANGE: From time to time, NLS has surplus braille books to exchange with other libraries for their braille and recorded books or print reference information about blindness and physical handicaps. For more information and a listing of braille titles available on exchange, please contact Judith M. Dixon, Consumer Relations Section.

REFERRALS: NLS is not able to donate books and magazines to overseas libraries and agencies. However, other U.S. organizations wishing to donate excess new or used braille materials to overseas organizations frequently contact NLS for names of possible recipients. Donors usually wish to send books within a broad subject range--for example, juvenile textbooks in braille--and do not send an advance list for approval. If you would like to have your name added to a braille donation referral list, please contact Judith M. Dixon, Consumer Relations Section.

Attachments: NLS Publications Available to Overseas Organizations for the Blind
IILL Fact Sheet
Magazine Sales to Overseas Organizations

Official NLS Publications Available to
Foreign Libraries and Organizations for the
Blind and Physically Handicapped

GENERAL INFORMATION BROCHURES

Introduction to the National Library Service for the
Blind and Physically Handicapped
Reading Is for Everyone

MAGAZINES AND NEWSLETTERS

Braille Book Review; bimonthly (new braille books and program news)
News; quarterly (newsletter on current program developments)
Talking Book Topics; bimonthly (new recorded books and program news)
Update; quarterly (newsletter on volunteer activities)

ANNUAL AND BIENNIAL CATALOGS

Cassette Books Catalog (print)
For Younger Readers (print)
Press Braille Adult (print)
Talking Books Adult (print)

SUBJECT CATALOGS (braille and recorded books) (all are in print, braille,
and 8 rpm disc unless otherwise noted)

Bestsellers
Biography--The Arts
Biography--Government and Politics
Foreign Language Books (Spanish, French, German, Italian, Portuguese)
(print and disc)
Health (print and disc)
Historical Fiction (print and disc)
Home Management (print with disc)
I Went to the Animal Fair (print with disc)
Magazines
Mysteries
Religion
Romances
Science (print and disc)
Science Fiction (print and disc)
Sports (print with disc)
Westerns
Young Adult Fiction

REFERENCE CIRCULARS (print publications on special topics)

Becoming a Volunteer; Resources for Individuals, Libraries, and Organizations
Bibles and Other Scriptures in Special Media
Braille Instruction and Writing Equipment
Building a Library Collection on Blindness and Physical Handicaps: Basic Materials and Resources
Guide to Spoken-Word Recordings: Educational, Professional, and Self-Development Materials
Guide to Spoken-Word Recordings: Foreign Language Literature and Instruction
Guide to Spoken-Word Recordings: General Nonfiction
Guide to Spoken-Word Recordings: Literature
Information for Handicapped Travelers
Magazines in Special Media: Subscription Sources
National Organizations Concerned with Visually and Physically Handicapped Persons
Parents' Guide to the Development of Pre-School Handicapped Children: Resources and Services
Reading Materials in Large Type
Reading, Writing, and Other Communication Aids for Visually and Physically Handicapped Persons
Reference Books in Special Media
Sports, Games, and Outdoor Recreation for Handicapped Persons

BIBLIOGRAPHIES (print publications on special topics)

Accessibility: Designing Buildings for the Needs of Handicapped Persons
Attitudes Toward Handicapped People, Past and Present
Braille, History and Recent Developments
Gardening for Handicapped and Elderly Persons
Library and Information Services to Handicapped Persons
Mobility and Mobility Aids for Visually Handicapped Individuals
Reading Machines for the Blind

MUSIC CATALOGS

Braille Scores Catalogs (in print and braille):

Choral
Instrumental
Organ
Piano
Voice

Large Print Instructional Music (print)

Instructional Disc Recordings (print and 8 rpm disc)
Instructional Cassette Recordings (print and 15/16 ips cassette)

OTHER MUSIC PUBLICATIONS

International Directory of Braille Music Collections (print)
Large Print Instructional Manual (print)
Dictionary of Braille Music Signs (print and braille)

MISCELLANEOUS PUBLICATIONS

Creating an Annotation (print)
Maps and Graphics for Blind and Visually Handicapped Individuals:
 A Bibliography (print)
Planning Barrier Free Libraries (print)
Subject Headings Used in the Vertical Files on Blindness and
 Physical Handicaps (print)
Reading with Print Limitations (print)
Reaching People: A Manual on Public Education for Libraries Serving
 Blind and Physically Handicapped Individuals (print)
Speaking Out: Personal and Professional Views on Library Service for
 Blind and Physically Handicapped Individuals (print)
Summary Proceedings of a Symposium on Educating Librarians and
 Information Scientists to Provide Information and Library Services
 to Blind and Physically Handicapped Individuals (print)

RECORDING SPECIFICATIONS

Magazine Mastering (print)
Book Mastering (print)

Facts



*National Library Service
for the Blind and
Physically Handicapped*

*The Library of Congress
Washington, D.C. 20542*

March 1984

International Interlibrary Loan

The National Library Service for the Blind and Physically Handicapped (NLS) of the Library of Congress lends recorded and braille books, special music materials, and specific back issues of recorded and braille magazines to foreign libraries and agencies serving blind and physically handicapped individuals. NLS does not produce textbooks for students nor research materials for professionals, except for the music materials cited below; emphasis is on recreational reading material, mainly fiction and general nonfiction. United States federal law prevents the lending of books or machines directly to non-U.S. citizens living outside the United States. The loan of materials to foreign libraries is limited to titles needed by specific individual readers.

Braille books in the NLS collection are in standard Grade 2 English braille. NLS recorded books are on cassette (Philips cassettes, predominantly 4-track and 15/16 inches per second) and on disc (predominantly 8-1/3 revolutions per minute). Special playback equipment is needed to read these books, which are recorded at a slower speed than commercial materials. NLS does not lend playback equipment to non-U.S. citizens living outside the U.S. nor to foreign libraries or agencies.

NLS music materials include instructional recordings and braille and large-print scores and books about music and musicians. The NLS Music Section will provide information about the availability of braille music internationally and will loan those scores not readily available from other sources. All large-print and instructional music materials may be requested, except for those recordings available commercially in the United States.

Materials sent on international interlibrary loan may not be duplicated because NLS has secured copyright permission with the understanding that reproductions are for the use of U.S. citizens and residents. Requests for books should be directed to the Consumer Relations Section, and requests for music material should be directed to the Music Section, National Library Service for the Blind and Physically Handicapped, Library of Congress, Washington, DC 20542, U.S.A. Interlibrary loan forms will be supplied upon request. Materials must be posted back six weeks from the date of receipt.

Machines are available for purchase by libraries or agencies which serve eligible blind or physically handicapped individuals. For information on obtaining a special cassette player (which does not record), in quantity only, contact: Vice-President of Manufacturing, Telex Communications Inc., 9600 Aldrich Avenue, Bloomington, MN 55420, U.S.A. For information concerning a personal purchase of a cassette recorder/player or a talking-book disc machine, contact the American Printing House for the Blind, P.O. Box 6085, Louisville, KY 40206, U.S.A.

Facts

Appendix 4, Attachment 3



*National Library Service
for the Blind and
Physically Handicapped*

The Library of Congress

Washington, DC 20542

March 1984

Magazine Sales to Overseas Organizations

Certain braille and recorded flexible-disc magazines produced for the National Library Service for the Blind and Physically Handicapped (NLS), Library of Congress, are available for purchase on a subscription basis to overseas agencies serving blind and physically handicapped patrons. This arrangement is made possible through the cooperation of publishers who have generously granted NLS permission to include their publications in the NLS overseas program. Magazines available for purchase by overseas agencies are shown on the attached list, categorized by media.

Agencies wishing to obtain subscriptions to any magazine on the list are asked to write to Head, Consumer Relations Section, National Library Service for the Blind and Physically Handicapped, Library of Congress, Washington, DC 20542, USA, indicating the magazines desired and the number of copies of each. Copies of requests are forwarded to the appropriate producer for action. The producer then contacts the requesting agency in regard to subscription costs, shipping arrangements, and any other necessary information. Shipping costs are in addition to subscription costs.

Agencies are reminded that braille magazines are produced according to Grade 2 English Braille, American Edition rules for transcription; flexible-disc magazines are recorded at 8-1/3 rpm and require the use of a phonograph with playback capability at this speed. Phonographs for this purpose are available for purchase from the American Printing House for the Blind (APH), 1839 Frankfort Avenue, Louisville, KY 40206, USA. APH should be contacted directly for a detailed description of this phonograph and the latest price quotation.

RESTRICTIONS

NLS approves subscription sales only to agencies using the materials for individuals who cannot use regular print materials because of a visual or physical disability.

Purchase of a subscription does not include the right to duplicate additional copies of the magazine.

These restrictions conform with our agreement with publishers and the laws and regulations under which NLS operates.

PERIODICALS AVAILABLE FOR OVERSEAS SUBSCRIPTIONS

Flexible Disc (Recorded at 8-1/3 rpm)

American Heritage (bimonthly)
Analog (13 issues)
Atlantic (monthly)
Book World (weekly)
Changing Times (monthly)
Consumer Reports (11 issues)
Ebony (monthly)
Ellery Queen's Mystery Magazine (13 issues)
Encore (bimonthly)
Farm Journal (14 issues)
Fifty Plus (monthly)
Good Housekeeping (monthly)
Harper's (monthly)
High Fidelity/Musical America (monthly)
Historic Preservation (bimonthly)
Jack and Jill (8 issues)
Money (monthly)
National Geographic (monthly)
National Review (bimonthly)
Natural History (12 issues)
New York Times Large Type Weekly (weekly)
Outdoor Life (monthly)
Personnel and Guidance Journal (10 issues)
Prevention: The Magazine for Better Health (monthly)
QST (monthly)
Ranger Rick's Nature Magazine (monthly)
Social Work (bimonthly)
Sports Illustrated (weekly)
Travel/Holiday (monthly)
True West (monthly)
U.S. News and World Report (weekly)
Writer (monthly)

Braille

Better Homes and Gardens (monthly)
Book World (weekly)
Boys' Life (monthly)
Children's Digest (8 issues)
Consumers' Research (11 issues)
Fortune (biweekly)
Health (10 issues)
Horizon (monthly)
Isaac Asimov's Science Fiction Magazine (13 issues)
Jack and Jill (8 issues)
Journal of Rehabilitation (quarterly)
Ladies' Home Journal (monthly)
National Geographic (monthly)
New York Times Large Type Weekly (weekly)
Poetry (monthly)
Popular Mechanics (monthly)
Psychology Today (monthly)
Science Digest (monthly)
Seventeen (monthly)

IFLA

1985

IFLA GENERAL CONFERENCE, CHICAGO, 1985

Division: Libraries Serving the General
Public

Section: Libraries for the Blind

31-BLIND-5-E

Bibliographic Control of Library Materials for
the Blind: the Canadian Experience

by

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Bibliographic Control of Library Materials for the Blind: The Canadian Experience

Introduction

Service to disabled persons involves two challenges for the librarian, the challenge of information and the challenge of environment. We meet the environmental challenge to overcome physical barriers to access daily. The challenge of information reflects the requirements of disabled persons for particular types of reading material. Today I will deal with one aspect of the challenge of information, the bibliographic control of library materials for the blind.

Internationally, bibliographic control is being achieved to some extent through the establishment of union catalogues. I would like to share with you our experience in Canada to achieve control of special format materials and the relationship of these efforts to national and international lending of library materials for the blind.

What is Bibliographic Control?

There have been many attempts at defining what is meant by bibliographic control. The following definition reveals the difficulties in trying to make a brief yet comprehensive statement to describe a somewhat elusive goal:

"Bibliographic control is the development and maintenance of a system of adequate recording of all forms of material, published and unpublished, printed, audio-visual or otherwise, which add to the sum of human knowledge and information"¹

IFLA has undertaken a program of Universal Bibliographic Control (UBC) as a major policy objective. This scheme aims "to develop a world wide system for the control and exchange of bibliographic information in order to make universally and promptly available, in a form which is internationally acceptable, bibliographic information on publications issued in all countries". Each country has the responsibility of

recording its own publications and hence makes a national contribution to the system. The policy is designed to avoid duplication and search for compatibility. "UBC is inevitably linked with the long term program of UAP, the Universal Availability of Publications: in this respect, UAP complements UBC, by ensuring the means by which the publication, once identified can be placed in the hands of the user."²

Bibliographic records are prepared in accordance with cataloguing codes. There is no international code although three multi-national codes are used in a number of countries.³ IFLA has developed a program of International Standard Bibliographic Description as part of the UBC Program to provide the rules of compatible descriptive cataloguing worldwide in order to aid the international exchange of bibliographic records between national agencies and throughout the international library and information community. ISBD's have been incorporated into a number of national cataloguing codes as well as the Anglo American Cataloguing Rules 2d ed. (AACR2) and Regeln für die alphabetische Katalogisierung (RAK). The emphasis has been to develop codes with the widest possible application. Regularization of cataloguing data has been a recognized goal of efforts toward bibliographic control of library materials in most countries.

Recording and systematic listing necessitates consistent bibliographic practices and encourages the development of procedures to allow libraries to exchange cataloguing data with other libraries. Bibliographic control can be expedited and improved through computer systems which require standards for input and acceptance of standardized output. As libraries increasingly rely on one another and on computerized systems, the term "bibliographic control" is used more frequently and in a more urgent tone.

Bibliographic Control of Special Format Materials for the Blind

The concept of bibliographic control considers the importance of the printed book but draws attention to non-book materials as well. National bibliographies are the major instrument for improvement of national bibliographic control. But the

control of special format materials is often haphazard because of the inadequacy of deposit laws, the inconsistency of terminology and the rapid development of new forms and new shapes of such materials. Therefore, records for these materials do not usually appear in national bibliographies. As a result, there is a plethora of tools with which we must acquaint ourselves in our pursuit of special media. Almost every possible approach exists: imprint lists, subject listings, catalogs, trade bibliographies and directories of library holdings.

Lists are often collection based. Scope may be determined by formats included, audience or educational level. Listings are often in book catalogue form; some appear on computer output microfiche; fewer still are in the form of electronic media. They usually represent the holdings of one or a few institutions. The bibliographies do not purport to include all the material published in any one country. Time lags and incomplete coverage of the available literature are the rule rather than the exception. Formats, arrangements, entry style and fullness often follow the inclinations and experiences of individual bibliographers and institutions.

Likewise, we use listings of major collections for interlending purposes nationally and internationally. The Survey of Catalogues of Institutions and Libraries Holding Library Material for the Blind, undertaken in 1984 by the National Library of Australia, is an important step in improving our knowledge of what library materials for the blind are available worldwide. These tools are significant, but bibliographic control focuses our attention on the fragmentation of bibliography.

The union catalogue is a cooperative venture through which bibliographic control can be advanced. Designed to facilitate access to a number of collections, the union catalogue provides a bibliographic record with sufficient information to identify and locate an item. National union catalogues now exist in the United States, Australia, Japan and Canada⁴ and work has begun on establishment of coordinated national programs in Holland and Denmark.

I would like to discuss the Canadian experience and relate it to the need for, and effects of, bibliographic control to support interlending of special format materials.

The Canadian Union Catalogue of Library Materials for the Handicapped (CANUC:H) and Registry of Canadian Works in Progress (CANWIP)

The origins of the Canadian Union Catalogue of Library Materials for the Handicapped (CANUC:H) lie in the work of the Task Group on Library Service to the Handicapped established by the National Library of Canada in 1974. The task group was set up 1. "to study existing library services in Canada for those unable to use conventional print materials 2. to examine problem areas and deficiencies and 3. to advise on the planning of a cooperative national program aimed at providing adequate library service to those Canadians who cannot use conventional print materials..."⁵

In the 1981 House of Commons' report of the Special Committee on the Disabled and the Handicapped, Obstacles, it was recommended "that the Federal Government direct the National Library to proceed immediately with a program to coordinate reading services for visually and print handicapped persons".⁶ As a result, a year later, the National Library established a program of information, consultation and reference services including a union catalogue of library materials for handicapped persons and a registry of materials in production. The union catalogue's goal is 1. to improve and facilitate access by identifying and locating existing materials, 2. to facilitate the development of resource sharing between agencies serving handicapped readers and 3. to establish bibliographic control of special format materials by developing an integrated consistent file or data base of records which describes, organizes and provides an inventory of collections in Canada.

The registry of materials in production gives agencies current information on the availability of titles being produced in our country. It eliminates unnecessary duplication of titles in expensive formats and, aims to increase the monies available for production of additional titles.

The National Library of Canada was aware of the excellent work already done outside the country to establish similar union catalogues and producer registries, notably that done by the National Library of Australia and the Library of Congress. So we examined these models and modified them to the Canadian environment. In our desire to establish our services as quickly as possible, what had been done outside our borders proved invaluable to us. Many of the features of the Canadian

and other systems are the same, so I will direct my remarks to the differences in our experience.

In order to determine how this union catalogue would be configured, the environment had to be explored, including:

1. the role of the National Library of Canada and its bibliographic locality
2. the data Canadian institutions believed was essential for interlending of special format materials
3. the bibliographic practices of libraries serving handicapped persons

The Canadian Bibliographic Network

An initial decision was made to create this new union catalogue and registry as part of the nation-wide decentralized Canadian bibliographic network. Described in the Future of the National Library of Canada, "This network would link catalogues and data banks in which are recorded the publications (in every form) actually held by Canadian libraries and accordingly available in Canada... Such a bibliographic network is essential not only to facilitate the use of Canadian library holdings by those who need them -it is the key to the resources network - but to reduce as much as possible (1) the ever increasing cost of cataloguing by providing greater and less expensive access to cataloguing copy and (2) the unnecessary acquisition of publications not essential to an institution when their availability elsewhere is readily made known through the information stored in an accessible node of the network."⁷

The Canadian Union Catalogue on the DOBIS system is a major database in the network including over 3.3 million Canadiana records, records received from the Library of Congress, OCLC Online Computer Library Center and records input by the 17 DOBIS member libraries. The union catalogue is decentralized. Data may be input online from remote locations. For example, contractual arrangements exist with one provincial library to maintain their union catalogue on the data base in order to avoid double processing of records from that province. The data base is also available to them to access interlibrary loan locations for items reported by over 420 libraries across the country. Library location data is contributed by libraries in machine-readable form and loaded offline as well as input online. To

create a file of holdings for library materials for visually handicapped persons as part of this network brought a challenging dimension to our basic task.

The libraries holding significant collections and the principle producers of special format materials, as in other countries are one and the same. In Canada these are non-profit institutions serving the handicapped and provincial departments of education. Three producers⁸ distribute titles within Canada but there is no commercial production of any magnitude.

The union catalogue and registry records are in one file and both appear online and in the computer output microfiche (COM) product. The product is bilingual, with records in French and English. The union catalogue contain records for special media materials that are currently held by producers and by libraries that have major recreational collections for their print-handicapped patrons. The registry records are for titles producers intend to produce or are in the process of producing.

Union Catalogue Scope

Bibliographic control for a union catalogue is affected by the types of items which are to be included in a common file. Canadian libraries indicated, when surveyed, that the only important distinction they hold between educational support materials and recreational materials, is that the former be included in the catalogue first. They want a file of talking books and braille titles but also large print and eventually other formats including tactile music scores, paperless braille, kits, realia, audio-visual materials, cartographic materials and machine-readable data including computer software.

One of the first steps taken was to specify, in conjunction with libraries serving handicapped persons, a set of key data elements for union catalogue records and, at the same time, to evaluate to what degree libraries could and would provide those data elements.

Data Elements

A union catalogue aims at a mid-point between a full bibliographic record and a finding list, to produce a tool which, while authoritative, will contain minimum data

to identify an item for interlibrary loan purposes. The physical description of the special format is especially important. Such a short record facilitates exchange of data and ensures compatibility through a common level of elements for communication purposes. A union catalog also demands uniformity of information displayed in a product regardless of how that information may be stored in individual catalogues.

A full range of data elements was discussed with Canadian libraries to determine those which should be in the union catalogue and registry. Then, a range of options for data to be reported was developed. Certain minimum data is considered mandatory, such as author, title, imprint, collation, note on the original edition on which the transcription is based and holdings. Collation information which must be reported for braille, talking books and large print items is defined. Generally the elements are those required to determine equipment required for playback. Optional data, mostly notes on contents, abstracts, narrators, audience, added entries and additional collation information is input if it is reported.⁹ Libraries must supply mandatory data for a title and are free to supply additional information if they choose.

Guidelines are provided to reporting libraries to illustrate the minimum data which must be reported and maximum data which will appear online and in the COM product. The standard of bibliographic description used for explanation and guidance is the Canadian national standard, AACR2, with interpretations of how the rules are applied for special media materials.

Cataloguing Practices

It was somewhat suprising to find, given the experience of institutions serving the handicapped in other countries, that almost 50 percent of these institutions in Canada follow the nationally accepted cataloguing code for organizing their collections. Out of 19 libraries surveyed, 5 already had machine-readable records on the bibliographic utility UTLAS or on their own system. Two libraries produced in-house COM catalogues. In general, these institutions are functioning much more as a part of the national library scene than those in other countries. This reflects the fact that provincial departments of education are increasingly providing materials for handicapped children in schools, recreational collections are becoming

decentralized in public and provincial libraries and there is a trend toward private institutions assuming the contractual functions of braille and tape production.

A number of libraries who produce book catalogues of titles record information on the print edition with additional data on the special media transcription. This is logical considering that print-handicapped persons often want a transcription of a regular print title, that bibliographic information is available on the regular print item and that special format materials are almost always transcriptions of regular print. Special format materials have traditionally been less amenable to bibliographic control and special treatment has been developed for them. We are familiar with the work of de Villiers and Shumaker in the formulation of the Round Table of Libraries for the Blind's policy for the development of uniform standards of cataloguing...¹⁰ This policy includes adaptations to the ISBD for non-book materials to make the application of the ISBD suitable for use for materials for handicapped readers. The imprint of the original is the preferred source of information in cataloguing and publication information regarding the special format may be carried in a note. This policy has been followed by a number of Canadian libraries and other national libraries.

Uniformity of rules and practices is essential to organize information for retrieval. Whether produced in print, microform or online, the problem of integrating multiple bibliographic records into a consistent file has to be solved. A major decision at the National Library involved the bibliographic description of special format items in the union catalogue. The community wanted a catalogue of transcriptions of traditional print materials and large print titles with expansion in the future through the addition of bibliographic items which do not first appear in conventional print. As well, processing and cataloguing problems arise in an integrated file of these and other types of materials. Therefore, records are created according to the national code, that is, from the item in hand.

This allows for consistent treatment of transcriptions and materials for which no regular print item exists. It also has other benefits. For the registry of works in progress, the imprint quickly identifies the sponsor and transcribing agency. Since different agencies are known to produce transcriptions of varying quality and have different duplication policies, the imprint plays an important role in allowing

producers to make production decisions. In Canada the imprint for the special format edition negates the need for information on where master copies are held. Any library needing this data can obtain it from the sponsoring agency (i.e. publisher). As a result, records for masters are not needed in the union catalogue unless copies have not been produced from them.

Records for special format materials can get "lost" in an integrated file of these and other bibliographic records. Online searching features were added in the DOBIS system. The record for the print edition and all special format editions based on it are linked, whenever a cataloguing record for the original exists. In this way online location searching may be carried out by searching first for the print original through traditional access points. Indicators of the media format are provided to isolate special format editions when searching by author and title.

There are deficiencies in our cataloguing code but our experience has proven that codes can be applied and can be flexible. One problem area involved the application of the General Material Designation [GMD] to aid in identifying special format materials in an integrated file. Libraries in Canada have used braille and large print as GMD's in spite of their absence from AACR2. As a result of the work toward CANUC:H, the Canadian Committee on Cataloguing served as a catalyst in amendment of the code to include these new GMD's. At the time of writing the Joint Steering Committee for the Revision of AACR was in the final stages of producing a package of revisions including new GMD's.

Braille will become a GMD. The term "Tactile" may be added to any existing GMD. This will be useful for text such as Moon type and New York point. Large print will appear as a new GMD for text and music. The entire structure of the Specific Material Designation (SMD) will be modified to allow proper inclusion of the characteristics of these materials and the chapters of AACR2 describing these materials will be rewritten.

In most cases, the National Library of Canada does not receive special media materials on legal deposit and must depend on data supplied by contributing libraries in order to create records. In keeping with traditional union catalogue operations

for books, the National Library usually does not verify bibliographic data. In 1985 our union catalogue will be extended to include subject headings. National Library staff are unable to analyse works as the item is not available and this data will be supplied by participating libraries. Libraries will report subject headings according to three standard subject heading lists: Library of Congress Subject Headings, Canadian Subject Headings and Répertoire des vedettes matière de la bibliothèque de l'Université Laval.

The Effects of Bibliographic Control

The advantages of including library materials for print handicapped persons in the national bibliographic network are becoming obvious:

1. Because the union catalogue and registry of works in progress are integrated into the main union catalogue file they are available online to 109 Canadian libraries as well as being produced on COM for distribution to those libraries which have do not have terminal access to the central data base. Libraries can have immediate access to interlibrary loan locations nationally and an up-to-date picture of the status of production of all in-process titles. Because the union catalogue and registry records are in one file, libraries need only check one source.
2. Data for the new union catalogue is being input online by one provincial library as part of the general decentralized union catalogue operation. Other libraries are supplying data that the National Library would otherwise have to provide. As a result, a large number of records can be input into the data base in a relatively short period. By the end of 1985 we hope to have 25,000 records in the file.
3. Libraries have access to a large source of locations for regular print materials in the same file as special media records. With the improved availability of optical aids, regular print items are becoming increasingly important for use by visually handicapped individuals. About 60 percent of print handicapped persons in Canada can read print text. Approximately 48

percent of the visually handicapped regularly have others read to them. Therefore, regular print text is the medium used most often by 70 percent of print handicapped persons, compared to other media.

4. The union catalogue can enjoy the benefits of technological advances in automated reporting and enhancements developed for the data base as a whole.
5. More and more, mainstreaming is a phenomena of our educational institutions and recreational facilities. Integrated collections and integrated access to them are becoming the norm. We should provide a model for this approach in bibliographic control of the materials available. Maintaining special collections independently can have the result of relegating them to second class status and second class access. Incorporating library resources into one access vehicle makes information in all forms available in the most expeditious fashion. Standard bibliographic description allows services to handicapped persons to be integrated with regular library services.
6. Our reporting system was designed to minimize record keeping by libraries and institute consistent bibliographic description from the intent to produce stage through final report of holdings. As we had hoped, we find that this has allowed libraries to streamline their operations and eliminate duplication in their technical services routines.
7. The onus is on libraries to supply all data as a voluntary effort to realize mutual benefits. This requires more education and guidance on our part as a national agency than might otherwise be the case, but allows the maximum utilization of scarce resources. In turn, libraries are becoming more uniform in their cataloguing practices.
8. Widely accepted cataloguing codes and their interpretation are the basis for record matching, updating and amalgamation in an automated file. Although cataloguing codes rarely are entirely satisfactory for the use of any group of special libraries, they do allow for the realization of the benefits of large

scale automation and interface between different bibliographic systems. They are the only basis for bibliographic description when a central agency depends on libraries to supply complete, accurate and uniform data.

Interlending of Special Format Materials

The relationship of bibliographic control to a union catalogue is clear. Uniform bibliographic description of materials and comprehensive inclusion of records for items held by libraries allows libraries to communicate effectively about their resources and to share them.

In Canada the establishment of the union catalogue did not presuppose a level of cooperation in interlending which makes a national interlibrary loan system possible. Canada's constitution gives responsibility for education to the 10 provincial governments. The federal government in Ottawa seeks to coordinate activities among the provinces but has no direct control over culture and recreation. Nationally we have a labyrinth of loan policies. Bilateral arrangements or provincial and regional networks exist but some institutions lend to qualified borrowers only, some lend only within their province, some lend only to provincial resource centers or only to other provincial departments of education. Some lend only for educational or job support needs. The definition of legal blindness differs between provinces. But most libraries do lend or duplicate on request.¹¹

When libraries were surveyed at the time the union catalogue was established, some had not developed an interlibrary loan policy. The approach to the question of interlending in Canada has been to create a catalogue and sort out the lending issues later.

We do know that comprehensive location tools are likely to increase the interlending traffic and bring new players into the arena. Institutions have made great efforts to fulfill their perceived obligations of reporting even though in Canada they have yet to fully realize the benefits, through increased resources, of making their collections available. There is no guarantee that reporting libraries will have an acceptable level of resources to support interlibrary loan requests. Therefore we expect the expansion of lending to be cautious.

I have not touched on copyright and its impact on union catalogue and registry development. New Canadian copyright legislation is in the process of being written which we hope will provide a general exemption for institutions producing special format materials from the requirement to obtain copyright clearance. Producers in Canada at present consider that copyright arrangements are their responsibility and have no place in union catalogue and registry reporting.

Improving Bibliographic Control

I have been discussing bibliographic control of library materials for the blind in terms of the only comprehensive tool which exists in Canada, a union catalogue.

National bibliographic control is first and most directly the concern of the national library within a country or that organization which undertakes the role and function of the national library. Ideally, a union catalogue should be a subset or by-product of the national bibliographic record, thus ensuring reliability for all national imprints. Bibliographic control of special format materials would be improved if they appeared in national bibliographies.

Particular aspects of the UBC Program can be applied to improve bibliographic control. The cataloguing in publication (CIP) process allows publishers to supply the bibliographic agency with advance knowledge of their publications and a short cataloguing record is made which the publisher prints in the book on the back of the title page. In this way, the publication and its cataloguing entry are available simultaneously to libraries. This program could be extended to special format publishers.

One complementary aspect of the rapid advance in bibliographic standardization has been the increase in developing and using international standard numbering systems. Bibliographic control could be increased by assigning International Standard Book Numbers or International Standard Serial Numbers to special format materials.

The assignment of ISBN's and ISSN's aids searching, retrieval, and identification. As stated in the Manual on Bibliographic Control, "The ISBN applies in the main to books, for which the system was originally created, but by extension it may be used for any item produced by publishers, collected by libraries and distributed through the normal book trade channels: for example Braille publications, microforms and maps"¹².

An international inventory of resources and effective international loan mechanisms are required if we are to live up to the demands that information will be making on us. Some progress has already been made in the sharing of bibliographic data about special format materials across borders, particularly between the United States and Australia. We need expansion of bibliographic tools to allow optimum access.

But as Hope E.A. Clement, Canada's Associate National Librarian, points out, "the very real progress that has been made in automated bibliographic control has tended to blind us to the fact that it is only a tool. The actual delivery of documents or information is what the researcher really needs. Developments in this latter area have not kept pace with those in bibliographic control... International developments and standardization have greatly facilitated cooperation and sharing. The availability of library resources from beyond our national boundaries is especially important to Canada, where we are so dependent on the resources of other countries, especially the United States... the IFLA/UNESCO UBC and UAP concepts must be based on strong national programs. International cooperation, like charity, begins at home. Until we have our own house in order, we cannot effectively share with others".¹³

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2. Dorothy Anderson, "Universal Bibliographic Control," International Forum on Information and Documentation, VII No. 3 (1982), p. 10.
3.
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 2. Regeln für die alphabetische Katalogisierung (RAK) is compiled by a committee of representatives from Austria, German Democratic Republic, Federal Republic of Germany and Switzerland.
 3. Edenije pravila opisanija proizvedenij pecati (Uniform rules for the entry of printed matter in library catalogues) are followed in libraries of the republics of the USSR, in Mongolia and in Vietnam.

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6. Canada. Parliament. House of Commons. Special Committee on the Disabled and the Handicapped, Obstacles: Report of the Special Committee on the Disabled and the Handicapped (Ottawa: The Committee, 1981), p. 68.
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8.
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 - ii. The Charles Crane Memorial Library, The University of British Columbia, Vancouver, British Columbia
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THE LEGIBILITY OF LARGE PRINT

by

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Abstract: THE LEGIBILITY OF LARGE PRINT

For many visually impaired people the right typography may be crucial for the ability to read.

It is estimated that one person out of thousand in the industrialized countries has difficulties in reading ordinary print because of a defective vision. In order to meet their needs some publishers have for years published large print books. The type size in these books ranges normally from fourteen (14) to eighteen (18) point.

Earlier research as well practical experience show that the most important typographic factor for visually impaired readers are type size and type weight (boldness).

A recent Danish investigation of the legibility of print for visually impaired people, comprising 121 subjects, shows that a medium type face has a significant improving effect on legibility compared with a light type face. Likewise, a type size $\geq$ 16 point was beneficial to all subjects. Type sizes $<$ 10 point have a significant decreasing effect on legibility.

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I. INTRODUCTION

For a person with normal sight a pleasant typography and lay-out may be advantageous and a comfort to reading. For many visually impaired people the right typography and lay-out may be crucial for the ability to read at all.

Besides the group of people who are visually handicapped because of a congenital or acquired eye-disease there is the whole group of people suffering from an acquired age-conditioned visual impairment. Usually, the near and reading vision reduces with increasing years. Consequently there is an increasing demand on optical aids, typography, and illumination.

It is estimated that in the industrialized countries one person out of thousand has difficulties in reading ordinary print. In order to meet the need of these people some publishers have for years published large print books.

What is large print?

The type size of the printed letters is often indicated in accordance with a point-system based on the French inch, one point equal to 0,3758 mm.

In ordinary type setting the letters are usually printed in a size between eight (8) and twelve (12) point, whereas the type size in large print books range from fourteen (14) to eighteen (18) point.

There is a slight difference between the American and British point-system and the Continental one.

12 point (Am./Br.) = 4,22 mm (0,16614 inches)
12 - (Cont.) = 4,51 - (0,17756 - " -) or,
18 - (Am./Br.) being approximately equivalent to
16 - (Cont.)

Confusion, however, can arise because in measuring the type size, it is the body size (i.e. the size of the metal on which the letter is cast), and not the size of the letter

as printed, that is referred to. Thus the appearing size of a printed letter of the same point or body size can vary depending on the type face, e.g.

12 point Times Roman

12 point Perpetua.

In comparing the size of different type faces, the most exact unit to use is therefore the x-height - the height of a lower case x. This varies between type faces of the same point or body size as shown in the example above. Times Roman has a large x-height and short ascenders and descenders. Perpetua has a small x-height and long ascenders and descenders.

Legibility

The word legibility is used in this paper in the sense: "the ease whereby continuous text of the same difficulty (the readability) is read".

The legibility of a printed text will depend upon the following typographic factors:

- a. Type size
- b. Type weight
- c. Type face
- d. Leading (i.e. interline spacing)
- e. Interletter spacing
- f. Interword spacing
- g. Line length (or width)
- h. Contrast of the type with the paper

There is no doubt that among items a.-h. the most crucial factors are size, face, and paper contrast and quality.

We shall later in this paper make a brief presentation of previous research and experiments of printing for the visually impaired and more at length discuss the results of a recent Danish study of the legibility of print.

II. VISUAL IMPAIRMENT AND READING

A visual impairment - or visual handicap - can be defined as a reduction or restriction of a person's visual ability. The disability is caused by one or more dysfunctions of the visual system, which cannot be fully corrected by the means of optical aids.

The disabling effect of the visual impairment is relative and should be evaluated in proportion to the person's situation as a whole - i.e. social, cultural, and occupational situation.

Therefore, a wide individualization will always be necessary; the more so, as the entire consequence of a visual handicap also depends on other non-visual factors of a more psychological nature as well as on other possible physical defects.

It is thus a well known fact that the optical capacity, or the visual efficiency, i.e. the ability to utilize the residual sight, does vary from one person to another and may result in a considerable disproportion between the best possible objectively defined visual acuity and its utilization in practice.

The visual ability implies both the function of the central area of the retina - the central visual acuity - and the function of the peripheral retinal area, the visual field.

The ability to perceive a clear picture of an object depends on the central visual acuity, whereas the orientation vision is depending on the size of the visual field (for a person with normal sight approximately 180°).

In the legal and medical classification of visual impairment - i.e. partial sightness and blindness - both the central visual acuity and the size of the visual field, in case of severe restriction, are used.

In the classification proposed by "International Association for Prevention of Blindness" as well as by "WHO", the visual impairment is expressed by:

- (i) the visual acuity indicated by a fraction or a decimal number as an indication of the function of the central vision and the person's distance vision on the better eye, including a possible optical correction;
- (ii) the size of the visual field in case of severe restriction, indicated in degrees.

The following table shows how the definition and indications are used for a classification of visual handicaps.

Table 1. Classification of visual handicaps.

Group no.	Definition	Visual acuity	Visual field	
I	Partially sighted	6/18- >6/60	20°	10°
II	Blind			
a.	Social blindness	≤ 6/60- >1/60	↓	
b.	Practical blindness	≤ 1/60-light perception w.projection		↓
c.	Total blindness	light perception without projection-no light perception		

Source: International Association for Prevention of Blindness.

The so-called equivalence-blindness, in the case of restricted field of vision, is in the table worked out as suggested by the "International Association for Prevention of Blindness". Its significance, when reading is concerned, will be discussed later on in this paper.

The classification in Table 1, like all other classifications of visual impairment, is, however, inaccurate because of the complexity of the visual functions and the fact that few functions can be measured, and fewer still can be measured precisely.

Furthermore, the legal/medical classification tells very little, if anything at all, of the impaired persons functioning or making use of his/her residual vision.

In relation to reading and to education in general the following "pedagogical" classification may appear more suitable:

I. Partially sighted (ink-print readers):

students who on the one hand see well enough to read ordinary print, but whose visual functions on the other hand are so impaired that handicap-compensating provisions are necessary in order to achieve a satisfactory result of the education.

II. Blind (braille-readers):

students who are either totally blind or so visually impaired that they have to be taught by means of braille.

In the Danish study, however, we have selected and classified the subjects on the basis of the legal/medical classification, well knowing that there is not always correlation between the measured distance visual acuity and the near or reading vision.

The reasons why we have used the legal/medical classification for our selection of subjects are, that the applied definitions are unequivocal and that the classification is officially and internationally recognized.

Furthermore, it is our opinion from practical experience that there is some correlation between the objectively measured distance visual acuity and the near vision, when reading is concerned. Thus, a visual impairment will, in most cases, result in problems in reading of printed material, and the bigger the impairment is, the bigger these problems will often be. On the other hand you will find people with a very little residual sight being able, under favourable circumstances, to read printed material.

At one point, however, we find the applied classification insufficient and with a risk of being misleading in our

study. This is in the case of subjects with a restricted field of vision, where an equivalence calculation of the visual acuity has been made on the basis of the size of the visual field.

Especially when reading is concerned, the use of the central visual area (macula) is of a crucial significance. Consequently, we think that making use of equivalence-blindness in connection with restricted field of vision risks being misleading.

In the conclusion and final evaluation of the results we shall therefore expound the results of subjects with restricted field of vision.

III. EARLIER RESEARCH WORK

As a part of the Danish study on legibility, typography and visual impairment previous research in the field has been analyzed in terms of the factors a.-h. (see page 2).

We have also been concerned with some of the major studies on legibility for normally-sighted people in order to evaluate and decide which changes and improvement you can make for visually impaired people without reducing the legibility for normally-sighted persons.

Within the research work you will find two fundamental differences in methodology: one is the more clinical approach, the other a more practical one.

In the clinical experiments the investigators utilize a controlled test environment such as fixed reading distance and a standardized illumination. The practical experiments are based on the same conditions in which reading normally takes place, thus an individual reading distance and individual choice of illumination.

Furthermore, there are differences of methodology with regard to the test material itself. In the experiments the subjects may read single letters, single words or continuous text. In some experiments meaningless texts are used,

in others the investigators use meaningful ones. Likewise, measuring methods may differ.

Within the research and experiments of visual impairment and reading, the subjects may either be normally sighted people with a simulated impairment by using special visually impairing glasses, or true visually handicapped people. We have found that in most experiments with actual visually impaired people, the number of subjects is relatively small.*

Presumably because of all these various conditions, researchers have come to different results and conclusions. Moreover, a comparison between the various experiments and results is complicated by the great differences in the age, diagnosis and visual acuity of the subjects.

In the recent Danish project we have found it important to make the test environment as close to the every-day reading situation as possible.

The most important and thorough research work in the field, so far, is without any doubt the one carried out by Alison Shaw in 1969. The following comments on the typographical factors a.-h. as listed on page (2) are consequently based on her research report "Print for Partial Sight".

In this paper, only experiments with true visually impaired subjects will be referred to.

a. TYPE SIZE

Shaw (69)

Subjects: 288 adults, 48 children.

Variables: 12, 14, 16, 18, 20, and 24 point (Br.).

Results: All children could read 12 point as long as the reading distance was short enough.

*

An exception is the research project by Alison Shaw: "Print for Partial Sight", London 1969, including 288 adults and 48 children.

Only 65% of the adults were able to read that size.

Larger types were more legible than smaller ones.

The type size is one of the most important typographical factors for visually impaired readers; in particular for adults because of their decreasing accommodation power with increasing years.

A.S. "Print for Partial Sight", page 60: "... If the print is large, fewer words or letters can be seen at a single fixation. Obviously the print must be big enough to be seen, but once it is, reading efficiency is likely to be decreased by further enlargement - each fixation will pick up less information, and there will have to be more eye movements to do the same amount of work.

A further point against over enlargement is the economic one - larger print means bigger and more expensive books. But an equally important problem may be "user resistance": bigger books may be heavy and awkward to carry to and from a library and to hold when reading. ...".

b. TYPE WEIGHT

Shaw (69)

Variables: Medium, bold.

Results: Although of secondary importance to size, increased weight or boldness also improves legibility for most visually impaired readers. Results with children reading sizes, large enough to be seen, weight becomes a more important factor than size.

Shaw (op.cit. p.60): "... The effect of increased weight of type is important from the practical book production point of view because the use of bolder type does not incur all of the disadvantages of using a larger size of type."

c. TYPE FACE

Prince (67)

- Subjects: Visually impaired children and adolescents (11-20 years) together with normally sighted adults.
- Variables: Serif, antique (Baskerville), sans serif, grotesque (Spartan medium).
- Results: For the visually impaired subjects the familiar face seem to be just as an important factor for the legibility as size.
Children learning to read, benefit more from a sans serif type face than adults.
With increasing type size there was a decreasing difference in legibility of the two type faces.
The serif face becomes less legible with smaller type sizes.

Shaw (69)

- Variables: Serif (Plantin), sans serif (Gill).
- Results: For the adult readers Shaw found a 4% improvement of legibility with the sans serif type face.
No significant difference in legibility for the children.
Shaw concludes that type face is of minor importance than size and weight.

d. LEADING (space between lines)

Shaw (69)

- Variables: Normal line space (no leading) and increased line space proportionate to point size, (e.g. 3 pt. leading for 12 pt., 4 pt. leading for 16 pt. etc.).
- Results: Leading has no effect on legibility.

f. INTERWORD SPACING

Shaw (69)

Variables: Two different amounts of spacing between the words in the ratio 1 to 2.

Results: Increased interword spacing has no effect on legibility.

g. LINE LENGTH

Prince (67)

Variables: Line length of 30 pica and 36 pica.*

Results: Line length should be not less than 36 pica.

h. CONTRAST OF THE TYPE WITH THE PAPER

Prince (67)

Recommend-
ation: The paper must have high contrast and opacity. It must also be light in weight because of the size of large type books.

*

1 pica = 12 point (Am./Br.); 1 point = 0,3517 mm
= 0,013833 inches.

IV. AN INVESTIGATION OF THE LEGIBILITY OF PRINTED TEXTS FOR VISUALLY IMPAIRED PEOPLE, A DANISH STUDY

A. Research aims.

The purpose of the study was to investigate the correlation, if any, between changes in the typography and the legibility of a printed text for visually impaired people.

B. Background to the investigation.

There are approximately 10.000 legally blind¹⁾ people in Denmark and an estimated number of 40.000 classified partially sighted²⁾ persons. Both groups are represented in the investigation.

The total number of subjects came to 121 of which,

- 80 legally blind,

- 41 classified partially sighted.

The subjects were all adults distributed to the following age-groups:

<u>Age</u>	<u>Number</u>
18-31 yrs.	14
32-51 yrs.	34
52-66 yrs.	30
67- yrs.	43

The visual acuity among the legally blind subjects is 6/60- > 2/60.

The subjects have been selected at random with regard to diagnosis. There is, however, a preponderance of subjects, especially among the elderly, with the diagnosis senile macula degeneration. People suffering from retinopathia diabetica were excluded beforehand because of their fluctuating visual acuity. (for the list of diagnoses, see appendix I).

1) v.a. $\leq$ 6/60 or visual field $\leq$ 20°

2) v.a. $\leq$ 6/18- 6/60 or visual field $\leq$ 20° - >10°

C. Research methodology and test procedure.

In the planning of the investigation it was decided to make the test environment as similar to the subject's every-day reading situation as possible; i.e. a more practical experimental approach than a clinical one, well-knowing that some subjects might have scored better with an improved illumination and reading-setup.

1. Typographic factors to be tested.

It was decided to carry out series of individual tests to investigate the effect on legibility of variations in,

- (a) Type Face
- (b) Type Weight
- (c) Type Size
- (d) Type Spacing - inter line spacing (leading) only.

re(a): Type_Face (style and design of the letters and their stroke width)

Three different faces have been used in the test material:

- Univers
- Gill
- Baskerville.

Univers is a sans-serif or grotesque face; the letter form is vertically orientated (i.e. a "closed" letter form). Danish large print books are printed in Univers.

Gill is a sans-serif face, horizontally orientated (i.e. an "open" letter form). The face is not very common in Denmark, but was found most suitable for partially sighted people by Alison Shaw.

Baskerville is a serif or antique face, horizontally orientated. It is commonly used in most countries. One of its characteristics as a serif type is that the strokes

are rather even.

With the three faces we wanted to investigate the effect of design (serif/sans-serif) and orientation (horizontal/vertical) on legibility.

re(b): Type_Weight

Univers and Gill were printed in a medium type weight, Baskerville in both medium and light.

Alison Shaw found that an increase in weight had an improving effect on the legibility of a sans-serif face (Gill) for some visually impaired readers. We wanted to investigate if this was the case, too, for a serif face (Baskerville).

re(c): Type_Size

The test material was printed in six (6) different type sizes: 8, 10, 12, 14, 16, 18 point.

By using photocomposition for the setting of the test passages we have ensured the same x-height for the three different faces (see page 2).

Earlier research and experiments show that for most visually impaired readers the size of the type, of all typographic factors, has the greatest impact on legibility.

In the Danish study we wanted to investigate if there was the same effect of size for the four (4) different faces.

re(d): Type_Spacing_(leading)

The test was printed with one (1) and three (3) point interline space in order to test the effect of extra leading on legibility.

From practical experience we know that for some visually impaired readers the combination of small size and a short inter line space make the changing to new line confusing.

2. Specification of test printings

The following typographic factors have been kept invariable for all test material:

- paper/contrast: black print on a dense or opaque non-glaring white paper. Thus obtaining a high reflectance

without glare and reducing the presence of print on the reverse side of the page;

- hyphenation: we have tried to avoid hyphenating words at the end of line;
- inter word and inter letter space: inter word space has been kept constant for each type face and the inter letter space varies according to standard. Consequently the test material has been composed unjustified, i.e. without an even margin;
- line length: 21-26 pica (i.e. approx. 9-11 cm/3,5-4,3 in) equivalent to an ordinary book format.

3. Choice of text material

Because of the practical experimental approach we have selected meaningsfull, continuous texts to be used for the reading tests.

Each subject should read, as a maximum, 2X10 texts.

Content and form of the test passages.

Narrative form and an every-day language; no numbers written as numerals, no quotations and no strong emotional content.

We have ensured that the texts are of an equal readability.

Text length

Equivalent to approximately two minutes reading aloud for normally sighted readers. At each text the reading was stopped after two minutes in order not to fatigue the subjects.

4. Typographic elaboration of the test passages.

In the investigation we have utilized forty-eight (48) differently elaborated test passages (4 type faces X 6 type sizes X 2 line spacings). Each subject read, as a maximum 2 X 10 passages selected according to a specific test procedure.

5. Test procedure.

As mentioned earlier our aim was to make the test environment as similar to the every-day reading situation as possible. Thus the reading tests took place in the subjects own environment and the subjects themselves chose illumination, working position and optical aids.

The type sizes of the test passages were decided on as follows: from a test-chart (appendix II) of the type sizes 8-18 point, typeset in a conventional type face (Times Roman), the subjects were asked to choose the smallest size they could read immediately. Subsequently, they were tested with the chosen size and two larger sizes in order to evaluate the effect of type size on legibility. The three sizes were read in each of the four type faces. If the subject chose 16 point he/she was tested with 16 and 18 point and consequently with 18 point only, if 18 point was chosen on the test-chart.

When the subject is tested with three type sizes the largest size was only presented in one (1) point leading while the two other sizes were presented in both one (1) and three (3) point leading. In the case where the subject was tested with one or two type sizes only these sizes were presented in both one (1) and three (3) point leading. The subjects read the test passages aloud, for a maximum of two minutes.

6. Choice of test criteria.

It was decided to use the following three methods as criteria of the legibility of the test material:

1. readers' preference of the typographic setup
2. reading speed when reading aloud
3. reading proficiency, i.e. reading performances based on errors made.

V. RESULTS

The purpose of the Danish research project has been to collect some reliable facts that could serve as guidelines for printers and publishers to produce more legible books for visually impaired readers. The methods used to collect the basis data have been discussed in the previous section, but it may be helpful to summarise them here before presenting the preliminary results of the investigation.

Test passages were printed to illustrate differences in typography (type face, weight, size and leading). A group of adults were then asked to read these tests aloud. All reading tests took place in the subjects own environment. Prior to the reading tests each reader would choose the smallest size he/she could read immediately. The readers' preferences, the times taken and number of errors were then used as the basis of an analysis and evaluation relating reading efficiency to style of print.

At the present moment the final statistical analysis of the collected data have not yet been completed. The following interpretation of the preliminary results and the suggested conclusions are therefore presented with some reservation and subject to minor alterations.

A. Choice of type size

1. in relation to age
2. in relation to visual acuity
3. in relation to diagnosis.

There is no significant coherence between choice of size and age visual acuity and diagnosis.

Twelve (12) point was chosen by the largest group of subjects (33 out of 121) as the smallest size they could read immediately.

For the group of legally blind subjects 52 out of 80 have chosen a size between 10-14 point incl, whereas in the

group of classified partially sighted 24 out 41 have made their choice between 10-12 point incl.

For a size less than 16 point (the conventional size for large print books) 28 of the 121 subjects would find that they could not read the size immediately.

B. Readers' preference

Following each reading test the reader was asked to give his/her immediate opinion of the typographic setup of the text, according to the following scale:

- A: very pleasant to read
- B: pleasant to read
- C: unpleasant to read
- D: very unpleasant to read.

In many cases, however, it has been too difficult for the subjects to distinguish between A, B and C, D. We have therefore decided to evaluate the answers in a positive (A + B) and a negative (C + D) preference.

1. Type_face/weight

The majority of the subjects prefer a medium face to a light one. There is no preference with regard to serif/sans-serif type face.

2. Type_size

There is a predominant positive opinion of sizes $\geq$ 12 point regardless of type face and leading. It should, however, be noticed that 51 of the 121 subjects in their choice of size excluded sizes as small as 12 point.

3. Interaction face-weight/size

The Baskerville light gets the lowest score in all sizes $\geq$ 10 point while there is no significant difference between the three medium type faces.

The little score for all four faces in 8 point size does not differ significantly. The tendency of the positive opinion is reinforced by the negative evaluation.

4. Leading

Leading has no influence on readers' preference which is also confirmed by the collected data.

Conclusion: from the readers' preference the following typographic characteristics seem recommendable: a minimum size of 16 point and a medium type face.

C. Results from the test criterion "reading speed"

1. Type_face/weight

The three medium faces get a significantly higher score for fastest reading speed than the light face. There is no predominance among the three medium faces.

These results are emphasized when compared with the results for slowest reading speed, Baskerville light getting a significantly higher score for slow reading than the three medium faces. There is no vital difference between the scores of the medium faces.

2. Type_size

Among the highest scores for fastest reading speed there is a significant difference between 8 point (lowest score) and 10-18 point (highest score); 18 point predominating among the highest scores. Compared to the scores for slowest reading speed there is again a significant difference between 8 point and 10-18 point, but not between 18 point and the other sizes.

3. Interaction face-weight/size

Baskerville light gets a significantly lower score for fastest reading speed in all sizes. In 8 and 10 point sizes the sans-serif faces are predominating - Univers slightly better than Gill - while there is no vital difference between the three medium faces in sizes $\geq$ 12 point. For slowest reading speed Baskerville light gets the highest score in all sizes. Among the three medium faces there is no significant difference in any of the sizes.

4. Leading

When comparing the best and the poorest performances of reading speed three point leading seem to increase the legibility of the sizes 8 and 10 point. For the other sizes there is no significant difference between one (1) and three (3) point leading.

Conclusion: a medium type face improve the legibility significantly. There is a significant decrease in legibility for the 8 point type size. For the smaller sizes (8-10 point) the sans-serif medium faces and three (3) point leading seem to increase the legibility slightly.

D. Results from the criterion "reading proficiency"

1. Type_face/weight

The same tendencies are prevailing as for reading speed.

2. Type_size

For both the best and poorest performance of reading proficiency there are no significant difference between the various sizes.

3. Interaction face-weight/size

For the best performances of reading proficiency all four type faces get an equal score in 8 and 10 point sizes. For sizes $\geq$ 12 point the sans-serif faces, and especially Univers, get highest score, and the Baskerville light a significantly lower score than than the medium faces. These tendencies are emphasized when comparing with the score for the poorest performances.

4. Leading

The same tendencies are prevailing as for reading speed.

Conclusion: texts printed in the three medium faces are read significantly more error-free than texts printed in the light type face. For sizes $\geq$ 12 point the sans-serif faces seem to

increase the legibility with regard to reading proficiency. For the smaller sizes (8-10 point) three (3) point leading seem to have the same effect.

E. Results from the interaction reading speed/reading proficiency

1. Type_face

The results are the same as already described in C. and D. There is, however, a slight tendency that the sans-serif faces get a higher score for the best performances.

2. Type_size

Eight (8) point size decrease the legibility significantly compared to the other sizes. Among the sizes $\geq$ 10 point there are no vital difference in the scores.

3. Interaction face-weight/size

With regard to best performances there is a significant difference between Baskerville light and the three medium faces, Baskerville light getting the lowest score in all sizes. Among the medium faces there is a slight tendency in 8 and 10 point sizes of the sans-serif faces - especially Univers - being predominant. In sizes $>$ 10 point there is no difference between the three medium faces. For the poorest performances it is again Baskerville light that decreases the legibility significantly, except for the 8 point size. Among the three medium faces there is no significant difference in any of the sizes.

4. Leading

The same tendencies are prevailing as already described.

Conclusion: texts printed in the three medium faces and $>$ 8 point size increase the legibility significantly with regard to interaction of reading speed/reading proficiency. For the smaller sizes (8-10 point) three (3) point leading seem to have a slight improving effect on the legibility.

VI. GENERAL CONCLUSIONS

1. Type_face/weight

This investigation shows that differences in type faces between the three medium faces seem to have little effect on legibility. It is only the weight of type that affects the legibility significantly. In all the reading tests - whichever test criterion is used - the Baskerville light type face gets a much lower score than the three medium faces.

Only for the small sizes there is a slight tendency that the sans-serif faces (Univers and Gill) increase the legibility.

2. Type_size

The size of the type is generally considered as the most important typographic factor for visually impaired readers. The legibility, however, will not increase indefinitely with successive enlargement of print and not all visually impaired readers will benefit from books in extra-large print. Furthermore, larger print means bigger, heavier and more expensive books.

The results of the investigation indicate that the 8 point type size decreases the legibility significantly. For the individual subject in the investigation differences in sizes larger than 8 point, no significant effect on legibility has been measured. Only - but not least important - the subjects' individual choice of type size and preferences show that sizes smaller than 16 point may have a negative effect on legibility for some visually impaired readers.

3. Leading

One major aim of this investigation was to get a basis for some practical advice and guidelines for printers and producers of various kinds of printed material. Although this investigation, as well as previous ones, has proved and emphasised the importance of the type size, we also know that

it would be impracticable and unrealistic to imagine that all printed material should be produced in 16 point type size. Pamphlets, questionnaires, dictionaries etc. would be too big and voluminous. The investigation shows that for smaller type sizes a three (3) point leading may have a beneficial effect on legibility.

With the practical approach to the reading experiments of this investigation it is our hope that the results may be useful for those who want to print and produce material more legible for visually impaired readers and thus make a further step forward to improve the general situation of visually impaired people.

SUMMARY

For many visually impaired people the right typography may be crucial for the ability to read.

It is estimated that one person out of thousand in the industrialized countries has difficulties in reading ordinary print because of a defective vision. In order to meet their needs some publishers have for years published large print books. The type size in these books ranges normally from fourteen (14) to eighteen (18) point.

Earlier research as well as practical experience show that the most important typographic factors for visually impaired readers are type size and type weight (boldness).

A recent Danish investigation of the legibility of print for visually impaired people, comprising 121 subjects, shows that a medium type face has a significant improving effect on legibility compared with a light type face. Likewise, a type size ≥ 16 point was beneficial to all subjects. Type sizes < 10 point have a significant decreasing effect on legibility.

LIST OF DIAGNOSES

1. Structural anomalies (malformationes) (13)
 - a. albinismus (1)
 - b. aniridia congenita (7)
 - c. coloboma iridis et chorioideae (4)
 - d. coloboma uvea (1)
2. Degeneration of retina (46)
 - a. achromatopsia (4)
 - b. cone dystrophy (1)
 - c. degeneratio maculae juvenilis (2)
 - d. degeneratio maculae senilis (31)
 - e. tapeto-retinal dystrophy (2)
 - f. Leber's amaurosis congenita (1)
 - g. retinitis pigmentosa (4)
 - h. retinopathy (1)
3. Cataracta congenita et senilis (11)
4. Optic nerve atrophy (12)
5. Uveal tract (excl. coloboma) (10)
 - a. choroiditis (2)
 - b. iridocyclitis chronica (2)
 - c. uveitis (6)
6. Opacitates cornea (9)
 - a. corneal dystrophy (5)
 - b. leucoma (3)
 - c. leucoma adhærens (1)
7. Miscellaneous (20)
 - a. detachment of retina (4)
 - b. retrolental fibroplasia (2)
 - c. glaucoma (9)
 - d. myopia excessiva (3)
 - e. congenital nystagmus (1)
 - f. thrombosis retinae (1)

8 point

Her i Danmark havde vi engang en meget dygtig dronning, som styrede landet selv. Hun hed dronning Margrethe, og på hendes tid blev det bestemt, at Danmark, Norge og Sverige skulle have samme konge og hjælpe hinanden.

Den kloge dronning døde i fjorten hundrede og tolv, og derefter blev hendes plejesøn, Erik

10 point

En skønne dag blev Erik af Pommeren så led og ked af at være konge, at han stak af fra det hele og sejlede til øen Gotland, som ligger lige øst for Sverige. Der boede han på en stærk borg og levede mest af at være sørøver.

Inden Erik af Pommeren forlod Danmark, hentede han alle de penge og

12 point

Når nu handelsskibe fra Norden eller fra de rige tyske byer, Hansestæderne, kom sejlende gennem Østersøen, kunne det let hænde, at de blev overfaldet af Eriks skibe, som lå på lur efter dem.

14 point

Den nye konge i Norden hed Kristoffer af Bayern. Han var i familie med Erik af Pommeren. Når folk nu kom og klagede til kong Kristoffer over alle de ulykker, Eriks sørøverskibe lavede, plejede kongen bare

16 point

På Kristoffer af Bayerns tid blev der oprør blandt bønderne i den nordlige del af Jylland. De syntes, de måtte betale så meget i skat til både herremændene og præsterne, at de selv

18 point

I store skarer gik bønderne nu løs på herregårdene og kongens egne gårde. De brændte og røvede og jog folkene ud. Mange herremænd blev slået ihjel, blandt

APPENDIX III

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Consumer Relations:

Investigations and Their Conclusions

by

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CONSUMER RELATIONS:
INVESTIGATIONS AND THEIR CONCLUSIONS

Determining patron interests, opinions, needs, and reactions is an important aspect of any consumer relations program. Evaluation measures can be designed to assess the effectiveness of services in meeting current user needs and to determine what services might be instituted to make the program more responsive to these needs. Three methods for gathering patron feedback will be discussed here: user surveys, ad hoc discussion groups, and equipment evaluations. Each of these methods is best suited to gathering particular kinds of information under specific circumstances.

User Surveys

A survey is any investigative tool used to collect data for inferring what a group of people knows, thinks, or does. As a data collection tool, a survey is best used when: (1) the library would like answers to many and varied questions; (2) the information being sought is not needed immediately; and (3) the library would like to have as many people as possible represented. A survey of library patrons can be as simple as a few short questions asked of every fifth individual who calls the library during a specified time period or as comprehensive as a lengthy, written questionnaire distributed to all patrons by mail. Whatever information is needed and whichever method is chosen, careful attention must be given to the specifics of survey design and administration.

A survey of patrons can be used by libraries to achieve several goals: (1) to gather information about patrons' current reading activities and interests; (2) to monitor changes in patrons' library use patterns; (3) to bring to the library's attention areas of concern to patrons; (4) to give patrons an opportunity to evaluate the library's services; and (5) to let patrons know of the library's interest in their views.

Planning a Survey. Adequate time must be allowed for careful planning of a survey. Outlining the scope, choosing an appropriate method of investigation, selecting a sample, and establishing a time-line are all necessary steps in the planning process.

The first and most important step in conducting a survey is to carefully consider what information is needed. Why is a survey being conducted? What decisions will be made using the information that is collected? What specific information must be gathered to make those decisions? It is useful at this point to prepare a complete list of the many pieces of information that must be collected to make the necessary decisions. If a clear statement of the needed information is prepared, it will later be easier to formulate well-focused questions which can elicit the desired information. A plan for making use of the findings should be built into the design of any survey activity.

The next step is to choose the most appropriate method of obtaining the desired information. In most cases, a survey will be conducted either by telephone or by mail. There are advantages to each method. A mail survey permits many patrons to be contacted simultaneously; allows patrons to answer at their own convenience (especially important when the sample includes working adults who may not be available during the day);

and provides patrons with privacy, time for thoughtful, leisurely responses, and a vehicle for expression without fear of embarrassment. A telephone survey provides an opportunity to explain the meaning of questions and avoid misinterpretation; permits discussion about causes and solutions; and reduces the difficulties caused by format constraints. The selection of a survey method will depend upon the interaction of the available resources, characteristics of the respondent population, and the type and number of questions to be asked.

Only a percentage of the patron population need be surveyed to reasonably represent the responses of the entire population. From the responses these individuals provide, inferences may be drawn about how the population would have responded to the questions had all individuals been surveyed. To estimate accurately how the population would have responded, a sample must be drawn which allows the population's responses to be estimated with a high degree of probability.

Only if the sample is chosen in an unbiased manner can the responses be assumed to represent all patrons. Selection of a sample must be done in such a way so as not to give any one reader more of a chance of being selected than any other reader. Selection can be either random or systematic. A random number table, consisting of rows and columns of randomly-generated numbers, can be used to select a random sample. Another method of selecting a random sample is to put each name on a slip of paper, place all slips in a bowl, and draw one at a time until the required sample size is reached.

A sample can be selected systematically by randomly choosing a number between 0 and the denominator of the sampling proportion. If, for example, the sample size is to be 20 percent, or one-fifth, of the total

number of patrons, then the denominator of the sampling proportion is 5. If the random number selected is 3, begin with the third patron on the library's master list of patrons. From that point, select every fifth name from the list of all patrons until the end of the list is reached.

Designing a Survey. After the planning phase has been completed and it has been decided what information is needed, how the survey will be conducted, and who will be surveyed, the next step is to formulate the instrument itself and make decisions regarding format, follow-up letters, and so forth.

Survey items are of two general types--closed and open-ended. Closed items are those for which the possible responses or answer categories are provided and the respondent need only make an appropriate choice. There are four major types of closed items: multiple-choice, scaled, ranked, and checklist. Open-ended items are those for which no response choices are provided, allowing the respondent to generate the responses. Unstructured and fill-in-the-blank are the two major types of open-ended items.

A carefully planned survey will yield usable data only if the survey items themselves succeed in eliciting the information that is needed. Survey items should be specific, include only one issue per item, and ask about a specific time period. The language should be clear, unambiguous, familiar, and straight-forward.

A survey usually contains at least four parts: (1) an introduction, which includes a cover letter and/or instructions; (2) content items; (3) items concerning the demographic characteristics of the respondents; and (4) a conclusion. Demographic items are those which are designed to collect such information as age, sex, handicapping condition, and

employment status. Education, household composition, occupation, and so forth may also be asked if this information will shed light on a decision that must be made.

Conducting a Survey. Any survey of blind or physically handicapped individuals should always be prepared in special format. Ideally, the survey should be produced both in large print and braille. If the library is only able to produce a limited number of braille copies, braille readers can be advised that a braille version of the survey is available on request from the library.

At least one follow-up letter should be sent to non-respondents. The follow-up should emphasize the importance of responding and include information on how to get a replacement copy of the survey if the original has been misplaced. The follow-up should be mailed two weeks after the date the survey was due. If a second follow-up is mailed, it should be sent two weeks after the first. This mailing may include another copy of the survey.

Telephone Surveys. There are two types of surveys that can be conducted by telephone--active and passive. An active survey is conducted much like a mail survey. A sample of names is selected, persons selected are called and asked the survey questions, and the responses are tabulated.

The passive form of telephone surveying can be useful if the library receives a considerable number of calls from patrons. A period of time (usually a month or six weeks) is identified over which it is likely that a broad range of patrons will call. During that period, every patron who calls is asked a brief series of questions. The responses are recorded and tabulated. The findings should not, however, be regarded as

representative of the library's entire readership since only the most active patrons are surveyed. This method can be useful when the library is seeking a quick answer to a specific question.

Survey Conclusions. When satisfied that all possible responses have been collected, the next step is summarizing and analyzing the data. In most cases, the survey responses can be summarized using percentages. A detailed report of the survey findings should be prepared. Report all findings, whether significant or not, making sure that the report addresses the questions for which the survey was designed. A thorough report should contain the following sections: (1) introduction (which includes background information, reasons for survey, and statement of issues); (2) methodology (which includes a description of the sample selection, instrument design, and procedure); (3) findings; and (4) conclusions and/or recommendations.

Survey findings should be made available to patrons. This can be done through the patron newsletter or by making a summary available on request.

Ad Hoc Discussion Groups

An ad hoc discussion group is any in-person gathering of library patrons which has been convened for the purpose of addressing a specific topic or set of topics, such as book selection, public education, or tactile maps. This method of gathering consumer input is best used when: (1) the issues to be discussed are fairly narrow; (2) the library is seeking direction and would benefit from in-depth discussion of the issues; or (3) an immediate answer to a specific question or concern is required. An advantage of this method for obtaining consumer input is

that an open discussion facilitates interaction between patrons, librarians, and experts in the field--each, presumably, benefiting from the others' point of view.

Planning an Ad Hoc Discussion Group Meeting. Even though an ad hoc discussion group may be somewhat informal, careful and thorough planning is essential. Participants should be selected on the basis of their experience with or expertise on the topics being discussed. They may be selected by library staff or, in the case of organizational representatives, by the organization itself. Participants may represent a small geographic region or the library's entire service area.

Several weeks before the meeting, an agenda and any other relevant background material should be mailed to all participants. The better prepared participants are to discuss the issues, the more productive the meeting will be. Agenda items may be in the form of focus questions. Posing the issues in the form of questions can help focus discussion and produce meaningful conclusions.

Conducting an Ad Hoc Discussion Group Meeting. One of the first orders of business at a discussion group meeting is for the group to agree upon an individual to take minutes. This may be a person from the library's staff or one of the group members. It is important that this task not be overlooked, for an accurate record of what transpires at the meeting will be extremely valuable later. A library staff member may choose to chair the meeting or the group may select a chair from among its members. The group should also agree upon some basic rules of order to be followed, which should encompass procedures for recognizing speakers, making and passing motions, and so forth.

The program should include presentations by persons knowledgeable on the issues being discussed. All issues should be explained thoroughly, even if background material has previously been sent to participants. Every effort should be made to encourage the group to reach conclusions on the issues at hand and formulate specific recommendations.

Ad Hoc Discussion Group Conclusions. The conclusions and recommendations reached by an ad hoc discussion group, although valid, cannot be assumed to represent the needs and interests of the entire patron population. Such recommendations are extremely useful in providing direction to the library on an activity which is being considered or just getting started. They may also be pertinent to the library's efforts to incorporate into its programs the needs of a subset of the patron population, such as children or braille readers.

Equipment Evaluations

Equipment evaluations are user tests of specific pieces of equipment being developed or acquired by the library. Patrons selected to evaluate equipment should be members of the population for whom the equipment was designed. An equipment evaluation may take the form of an ad hoc discussion group, convening several library patrons for a discussion and evaluation of the equipment, or it may take the form of a field evaluation, allowing patrons to use a piece of equipment for a specified time period. If the latter technique is used, a written evaluation form should be completed by each person participating in the evaluation.

Equipment Evaluation Conclusions. If the equipment is being developed by the library, patron evaluations should be conducted at a sufficiently early stage in the development process for recommendations

to have an effect on the outcome. If participants in the evaluation find an aspect of the equipment to be unsatisfactory, every effort should be made to encourage them to thoroughly describe the equipment's shortcomings and to recommend a workable solution.

Summary

With careful planning, consumer relations investigations can yield invaluable information. The nature of the issues to be investigated will determine which investigative method is most appropriate. This paper has described only three of the most often used investigative methods. As consumer relations efforts continue to proliferate, many other investigative methods will no doubt come into use; their emergence will certainly have a positive impact on this growing field.

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A FOOT IN BOTH CAMPS - A Librarian's
experiences in publishing.

by

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The theme of this short paper is that librarians need not necessarily be merely the passive customers of publishers. By acting through their professional organisations they can exert considerable influence over publishing output or even be directly involved. Should they be so involved? I believe that there are occasions when this is desirable and that the case of Large Print publishing is one of these.

All of my observations are, of course, confined to personal experience and largely limited to my own country. They may well not be valid for all countries. I speak as a representative of the London and Home Counties Branch of the British Library Association. This is a geographical Division comprising London and the surrounding counties down to the south coast. It contains about one third of all of the librarians in the United Kingdom. The Branch has been interested in the matter of Out of Print Books for more than twenty-five years. It was particularly concerned with books which were no longer available but for which it was known that there was a demand among readers. Originally an attempt was made to try to persuade the publishers concerned to re-issue these titles but when this proved unsuccessful, a new approach was tried. In 1961 the Branch entered into an agreement with an old established firm of library bookbinders. Under the terms of this agreement the Branch was to undertake nationwide research to provide the Out of Print titles referred to and to pass these titles to the Bookbinders. This Company would negotiate rights with the copyright holders, arrange for the books to be printed, bind the sheets received from the printers to a library specification and sell the books direct to the libraries. About this time a new method of photo-lithography had made very short runs of printing financially viable. The publishing imprint was to be Portway and the London and Home Counties Branch would receive a commission of 5% of the price of all copies sold. The scheme was an immediate success and between 1965 and 1973 large numbers of books were reprinted and sold. A network of senior librarians in almost all libraries

in the United Kingdom was built up and this network acted as a research and advisory panel. None of this is relevant to our subject except to explain how and why a Branch of a professional librarians' Association became involved in publishing. It should be pointed out that there are potential dangers when a professional Association takes part in a commercial venture. Professional ethics are clearly in jeopardy and a very strict code of conduct must be observed if they are not to be harmed.

I believe that it is essential that no librarian taking part in such an operation should receive payment and all work carried out should be on a purely voluntary basis. It is also important that no such work should be carried out during the professional working hours of any librarian and that no resources belonging to any employing library should be used.

All money received as a result of such activity must be used exclusively to benefit the Library Service. For example these are some of the items financed by the London and Home Counties Branch:-

Two Awards are made annually to permit selected librarians to undertake research study of a particular aspect of Librarianship. Many candidates have elected to come to the USA for this purpose but others have gone to India, New Zealand, Sri Lanka and Hungary. Every year a librarian is invited to come to England from an overseas country. All expenses are paid by the Branch and tours of libraries are arranged according to the interests of the visitor. Librarians have come from almost all European countries over the years and more recently from Papua New Guinea and from the Phillipines. To return to our theme. There is an emotive aspect to a service to any category of handicapped people which has tended to surround the activities of some Large Print publishers with a kind of quite unmerited charitable aura. It must be conceded that the firms concerned have not overtly fostered this concept but neither have they discounted it. The truth is that Large

Print publishing is a highly competitive commercial business. I know of no firm publishing Large Print that is operating other than with a profit motive. There is nothing wrong with this but I believe that we should recognise it. Some firms may use part of their profits to support charitable ventures but this should be seen as a promotional exercise quite divorced from their publishing operation. I suggest that an understanding of this is important to my theme and I hope to enlarge upon it.

Large Print publishing is a very specialised form involving print runs of unbelievably small numbers compared with orthodox publishing. Few ordinary publishers would consider a print run of less than 10,000, but it is not uncommon for a Large Print Publisher to print as few as 800 copies. When you consider that all of the really expensive processes are carried out before the machines start printing and that they are the same however few or many copies are printed, it will be understood why Large Print books are relatively expensive. For the

Large Print publisher the difference between making a loss or a profit may depend on the sale of quite a small number of copies.

Fairly superficial market research indicates that the majority of Large Print readers are elderly. Human biology seems to determine that the majority of these are ladies and it also seems that a large proportion of such elderly ladies enjoy reading romantic novels. A fairly close second preference is for 'sanitised' detective novels of the Agatha Christie - Dorothy Sayers type.

The picture is completed by a miscellany of light historical fiction, country stories and tales about animals. Given the high risk circumstances described earlier it is not surprising that the early Large Print programmes did not stray far from the types listed. These books gave a great deal of pleasure to a large number of people but it was obvious to librarians involved in service to the visually handicapped that it left a considerable number of more discriminating potential readers unsatisfied. It did not appear that the publishers were

likely to leave the comparatively safe range of titles into which they had settled and in 1972 the Branch decided to introduce a new series of Large Print Titles under the Portway imprint. The intention was to extend the range of books published and to produce a more attractive looking book than the rather institutional format in use by Large Print publishers at that time. The books were to have specially designed pictorial dust jackets, good clear type and be of a size not dissimilar to that of ordinary books. The first titles published were heavily subsidised by the Branch and sold at a price little above production costs. It became rapidly apparent that subsidies were quite unnecessary. The books were an instant success and the scheme has continued to be operated using title suggestions from a network of specialist librarians working with visually handicapped people all over Britain. It may seem arrogant but I believe that this has had a considerable effect upon Large Print publishing. Most Imprints now include a reasonably wide range of titles and pictorial covers have now become general, even though usually laminated. A coincidence? Possibly but I think otherwise.

This sounds rather complacent and suggests that all is now well, with the tastes of virtually all partially sighted readers catered for. I regret that this is not so and I was forcefully reminded of this fact at a One Day School at which I spoke last year. The subject was Large Print publication and one of the speakers was a young student. He had suffered from birth from a serious sight defect. He could read only large print and even that with difficulty, needing to hold the page a few inches from his eyes. He earned the respect and admiration of all present when we learned that in spite of this he had managed to obtain a University Science Degree. Reading had played only a minor part in his studies which had relied heavily upon audio methods. He was, however, well aware that there was great pleasure and valuable experience to be had from reading which was largely denied to him. What has the present day range of Large Print to offer him? It must be conceded that

there is very little. There is a regular British radio programme that deals with the problems of the handicapped and one of its producers was present to hear his paper. It was featured in a national broadcast that night and the impression clearly given was that librarians and publishers had failed this young man. Of course they had but is there an alternative? Large Print users are a minority and the youth of this student made him part of an even smaller minority - a minority within a minority.

I can see very little chance of any publisher producing many titles with appeal for this young man. I suggest that librarians faced with the constant demand for new titles from their elderly partially sighted readers would be reluctant to spend much of their inadequate funds to serve the needs of the less numerous young visually handicapped. They will give priority to the demands of the majority. For the foreseeable future the outlook in this area does not seem bright.

There is also the problem of minority languages. In the British Isles we are fortunate to share a language widely spoken by other countries. We have access to their literature and they to ours.

This helps greatly in making the publishing of Large Print books a viable project. It is difficult to sell enough copies of such books in the United Kingdom alone to make it financially worth while. It is necessary to sell copies in the USA, Canada and Australia etc. Even the large American Companies are glad to be able to sell in Great Britain.

In his comprehensive survey of Large Print resources Mr Bruce Massis lists several firms supplying such books to Sweden. If Gunilla Malmgren-Neale, a very active Swedish Hospital Librarian, were here I think she would tell us that she and her colleagues are far from happy with the situation.

Mr Massis mentions in his paper that Chivers supply a few Large Print titles in Swedish. This came about as a result of a contact between Swedish librarians and one of my colleagues at an IFLA meeting in Copenhagen. After a visit to

London of Madame Maja Lisa Naslund of the Bibliotekstjants as a guest of the Branch, and further consultations with Chivers Press, detailed arrangements were made.

A group of Swedish librarians specialising in work with the visually handicapped, selected a number of titles which they thought would be useful in Large Print. The Branch negotiated rights with the Swedish copyright holders and Chivers Press produced the books and shipped them to the Bibliotekstjanst. They were purchased in bulk by this organisation and sold to Swedish libraries. The titles were well chosen and produced and generally liked by readers. The operation was not, I regret, a success, and foundered after two series had been produced. I believe that the reason for failure was in the selling price. I have already referred to the problem of short print runs, and the numbers involved in this instance were smaller

than anything that we had encountered. I know that Chivers had reduced their profit to a minimum but their prices were quite considerable. When these were doubled by the Bibliotekstjanst they became prohibitive.

I should also mention that our Swedish colleagues had chosen some rather long books and this always puts up production costs. We have hopes, however, of restarting the scheme on a different basis. A commercial publisher tends to achieve the selling price of a book by adding together all of the production costs and multiplying the result by a factor of just over two. This, of course, gross profit and has to cover very large overhead costs such as publicity, salaries, warehousing, sales etc. The final profit will be much less. It is planned that the Branch could produce books on advice from our Swedish colleagues without involving Chivers Press. Since all the work would be done on a voluntary basis there would be few overhead costs to meet and the books could be sold to the Bibliotekstjanst at little more

than the cost of production. It is hoped that they would be available to Swedish libraries at a more reasonable price.

What then of the future? I suggest to you that those of us who have first hand experience know that there is a considerable gulf between the needs of the visually handicapped and our ability to satisfy them. That gulf may vary from country to country but generally I believe that it could be bridged by money. That money, I fear, seems unlikely to be forthcoming. If, therefore, we are not able to increase the money made available to us to buy Large Print books, what are the chances of decreasing the prices? The steady increases of the past give little reason for optimism in this area but it is possible that advances in printing technology may improve matters. With apologies to those who are familiar with printing processes may I digress for a few moments upon printing methods of the present and possibly the future. I imagine that most typesetting is now carried out by means of the computer. The labour intensive part of the process is that whereby several operatives working at machines like overgrown typewriters, convert the text to punched or magnetic tape.

This can be fed into a computer, processed by a suitable program and output on to a floppy disc. This will drive a fotosetter which will produce photolitho plates to the desired type and size. All these processes must be carried out whether it is intended to print one thousand or ten thousand copies. That they should have to be repeated to produce a Large Print edition from an orthodox copy has always seemed regrettable to me. This is particularly so when the floppy disc of the original version may be on file. You will remember that the early Large Print books were produced by enlargement of the original printed page using photolithography. This produced poor print quality and a large, bulky book. It was soon abandoned in favour of the more costly complete resetting. It is in the resetting process where I believe that our best hopes lie.

There is now a well established machine which will electronically scan the two pages of an open book in seconds and output text or pictures on to tape or disc in digital form. In this form the data can be transmitted over a telephone line and made to produce a facsimile either in enlarged, reduced or identical form. This is a good step towards what we want but it is far from the whole way. It should be possible for a machine to scan pages rapidly and produce the floppy disc that we referred to earlier capable of driving a fotosetter. This would eliminate the expensive human process and with it the possibility of errors making proof reading unnecessary. The machine would be indifferent to the language which it copied, which is an inhibiting factor to a human operator. I believe such a machine is in operation in the USA now but it is now quite fast enough to be entirely satisfactory.

There seems here the possibility of cutting production costs of Large Print books which would be a particular advantage in the case of minority language literature. If these price reductions become possible, librarians should do what they can to see that a proportion is passed on to the consumer.